

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XV. NEW YORK, APRIL 29, 1896. No. 5.

When I suggested to my INK MAKER that I would try to induce the publishers of this paper to print one issue with the NEWS INK that I sell in 500 pound barrels for 4 cents a pound, in 250 pound kegs for 4½ cents a pound, in 100 pound kegs for 5 cents a pound, in 50 pound kegs for 5½ cents a pound, in 25 pound kegs at 6 cents a pound—cash always with the order—he said to me:

"Don't You do it!

for printers are paying 25 and 50 cents a pound for INKS that will do no better work—and they enjoy it. What you propose will injure the trade."

When I asked the publishers of this paper if they would be willing to let me make the experiment, they said: "If you will pay $200 for the page and furnish the ink gratis, you may go ahead." I consented and

THIS ISSUE OF PRINTERS' INK IS PRINTED WITH MY 4 CENT NEWS INK

How does it look?
Send check for trial order or write for my price list.

Address, PRINTERS INK JONSON,
No. 8 SPRUCE STREET, NEW YORK.



THE COUNTRY PAPER.

He was getting home from business—he a merchant well to do—
The wheels of the electric car were throwing sparks of blue,
And around him were acquaintances, who, where they stood or sat,
By look or word or gesture, were inviting him to chat.

But quite ignoring all of them, except to bow and smile
When hailed by some one at the door or just across the aisle,
He read with boyish eagerness, while speeding o'er the street,
The poorly printed pages of a little country sheet.

He read of Tom Jones' enterprise in adding to his barn,
And learned that "Solomon Huddleson has got a brand-new yarn;"
That "Aunty Simpkins gave a tea," that "crops are pretty good,"
And that "Ab Bailey came to town and brought a load of wood."

Well, yes; these things are trifles, perhaps, to you and me—
To him they are reminders of the times that used to be;
And from his busy city life he glances back with joy
To see the town that circumscribed his doings as a boy.

Each poorly printed paragraph upon the homely sheet
Presents a scene familiar or a friend he used to meet;
And maybe—you can tell it by the smiles that quickly come—
There's mention of his mother and the other "folks at home."

Men wander far for fortune, and find it, too, and yet
The farm and slothful village and its folk they ne'er forget
And there's not a thing in city life which greater joy can give
Than the little country paper printed where they used to live.

—*Columbus Dispatch.*

1,600 local papers. One-sixth of all country readers of U. S. reached every week. One order, one electrotype does the business.

ATLANTIC COAST LISTS, 134 Leonard St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1888.

Vol. XV. NEW YORK, APRIL 29, 1896. No. 5.

THE WORK OF J. E. POWERS.

By F. B. Patterson.

The feature of Mr. Powers' work and one that he himself claims as its foundation is honesty. In the pronunciamentos in which he proclaims his art he tells us that he will not write up any sham or humbug, any patent medicine, whisky or tobacco. In rather humorous contrast with this announcement on the page opposite the one in which he sets forth these conditions is an advertisement written by Powers himself lauding the praises of a "Hair Regenerator."

Notwithstanding this I believe that sincerity and honesty are the corner stones of Powers' work.

Rumor hath it that he quarreled with Wanamaker because the latter asked him to advertise a shoe falsely marked "Waukenp'iast" and an American hat which bore an English label.

The writer once sat beside Powers when a boy brought some copy from a member of the firm of Wanamaker & Co. Powers looked at it through his gold rimmed spectacles with keen scrutiny, then drawing his blue pencil through paragraph after paragraph he wrote opposite each, "Lie No. 1," "Lie No. 2," etc., and told the boy to return it to Mr. X. and tell him that he did not advertise lies.

On another occasion the man in charge of the rubber goods department requested him to say something in behalf of his department. "Anything particular?" asked Powers. "Well, between you and me," replied the rubber goods man, "we have a lot of *rotten* gossamers, etc., which we wish to get rid of." "All right; put a memo of what you want on my desk," said Powers. A few days after, as the rubber goods man was reading his morning paper, his eye was caught by an announcement headed "Rubber Goods." "We have a lot of *rotten* gossamers and things which we want to get rid of," began the advertisement in the exact language of the rubber goods man. The rubber goods man nearly fainted away, but it is needless to say that in a few days the goods were all gone and Powers had a fresh example of the value of honesty in advertising.

Powers' sense of honesty is ingrained in the man. Many years ago he gave up a lucrative position with a life insurance company owing to his intense dislike of its methods in this respect.

Powers will not undertake to write up any goods he does not entirely believe in. This enables him to throw himself heart and soul into the work in hand.

Probably few people are aware that as far back as twenty-five years Powers did some unique advertising. He was the agent for the Wilcox & Gibbs sewing machine in London, and as such was the author of some very original advertising at a time when advertising was an unknown art. For instance, somewhere in the sixties a story was written for *Harper's Magazine* by "Aunt Fanny" (Mrs. Fanny Barrow), entitled "The Letter G." This was a simple little love story, hinging on a Wilcox & Gibbs sewing machine, whose frame was in the shape of the letter "G." It was written without a thought of its being used as an advertisement, but Powers' advertising genius discovered it and he circulated millions as an interleaf in the English magazines.

Another feat of advertising accomplished by Powers in these early days was putting on the stage in three London theaters, between curtains, a scene in the "Strand," representing the Wilcox & Gibbs office. One of the famous Volks Sisters operated a Wilcox & Gibbs, while by way of contrast the clown worked another sewing machine, rigged up with a watchman's rattle to make a great noise.

This brought out the noiseless feature of the Wilcox & Gibbs and was run for a couple of months.

The style introduced by Powers was simple, direct and effective, and people found it good reading. Just as on the platform your finished and entertaining orator is a product of training, experience and talent, so our prophet of the new school of advertising writing is the outcome of unique and rare conditions of growth and genius.

If some of his imitators would bear in mind that a successful advertisement writer must be posted on the goods he is describing, there would be more "meat" in their advertising. And just here lies the whole secret of Powers' success. Ad writing with him is not a mere matter of rhetoric. His style is not a mere form of words; the method of the man is behind it. And that method is to become thoroughly saturated with the subject on hand in every possible phase. Thus if Wanamaker had an underwear sale he would spend a day or half a day in the underwear trade studying up. Then when he came to write he would be loaded with facts and ideas, and the advertisement would be the double-distilled essence of the material he had gathered.

AMBIGUITY OF STYLE.

By John Chester.

Much has been spoken and written in favor of lucidity in language when preparing advertising matter, but in spite of such sound advice there are still people who prefer to make their meanings as opaque as possible, and think that by so doing they are "dignifying" advertising. It is a most erroneous impression, because concise clearness is the whole length and breadth and height of an ad. The meaning of it can't be too plain, the words can't be too simple, the facts can't be stated too clearly. Monosyllables are better than trisyllables.

When showing goods to customers in your store do you use the kind of words that would be expected only from a professor of languages or a court diplomat? If you did you wouldn't sell many goods, and some of your friends would suggest your being taken care of in an asylum. Well, if you could not consistently talk such language, why write it? Your advertisement is supposed to be a talk to the public. Surely you want to be as intelligible in print as in the store, because more people will read the ad than will call to buy goods.

The strangest part of it is that while it is easy to write simple words with plain meanings, it is difficult to construct the heavy, involved sentences which seem to delight some advertisers. Not only difficult but foolish. Not only foolish, but dangerously hurtful to business. Why it should be done at all is a mystery.

It is a peculiar fact that the most high-falutin style of advertising is done by some patent medicine houses, who appeal largely to the uneducated classes in the country districts. To such people such advertising must be ambiguous, but I have been told that the very mystery of the language attracts the yokels. Perhaps so, but I still lean to the belief that plain words and clear meanings would make far more converts than the "heavyweight" style of diction.

I cannot think that any point or advantage can be gained by being unintelligible. I don't believe that pomposity of style is popular with even a small section of the public. There is no element of popularity in it, nothing to attract, nothing to amuse, except, perhaps, the "mock heroic" language that is often used in this kind of advertising.

Those who have acquired the art of writing in this style would do well to unlearn it, and get down to the level of the people, who are anxious to understand if you give them something reasonably intelligible. Let them write as they speak and think, without any verbal frills or soaring after lofty language, for thus, and thus only, can they be properly understood by the people.

PLENTY.

"Have you noticed any signs of spring yet?"

"Oh, yes, fellows are painting sarsaparilla signs all over town."

A PROMINENT SUMMER ADVERTISER.

Boggs—I'll tell you who the leading summertime advertiser is.

Moggs—Some of the root beer men, I suppose.

Boggs—No, the mosquito, and he's not satisfied with single insertions either.

KNEW THE VALUE OF ADVERTISING.

First Burglar—Why, this is a fat job, Bill. How did you know there was so much silver at this house?

Bill—Put an advertisement in the paper offering twenty dollars an ounce for real silverware, and this here party was one of the ones that answered it.

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA

752,000

Copies printed of the
APRIL number of

THE LADIES' HOME JOURNAL

We print only for actual demand
No sample copy editions

752,000

New York:
Metropolitan Bldg., 1 Madison Ave.

Chicago:
508 Home Insurance Bldg.

THE LOUD BILL OPPOSITION.

The Loud Bill, to regulate second-class postage, has aroused such general interest that, with a view to ascertaining what the opponents of the bill have to say, *The Newspaper Maker* interviewed Walter D. Stimson, of Lane's List. As these papers are of the class which will be most affected by the bill, his views should be of interest. He said:

No one doubts that there are some weak points in the present postal laws, but no persons desire a well-defined law more than the publishers. We want a law that contains no ambiguities, and that requires no rulings by postmasters. The price of the postage is immaterial.

The Loud Bill is too sweeping. It puts it in the power of any petty postmaster to decide that any publisher shall virtually set up a post-office in his plant and do the post-office work; it makes periodicals unmailable as second-class matter unless voluntarily subscribed for and paid in advance. A strict enforcement would throw fully 15,000 American newspapers out of the mail. The Department would say this is not meant, nevertheless it is what the bill says when it defines what a subscriber is.

It is wrong in principle, and is a blow at labor and at every part of the printing and paper trades. It is only asked for by the Post-Office Department and a few newspapers whose editors don't know what the bill is. The Department officers are accustomed to look at matters only from one side, and, having arbitrary power, seldom examine the business side of the question presented.

The postal service is nearer the people than any of the other departments, and while millions and millions are spent on departments which in no way affect the individual, in the only department which does affect him personally the rule is established that it must not only be self-supporting, but run at a profit if possible. He may be freely taxed millions to build navies, for armies, and for all those things; but must not expect to be favored with cheap postage on his reading matter. The whole end and aim of the Loud Bill is to cut off all kinds of popular reading at low prices. It favors the rich instead of the poor in every idea and intention. While Mr. Loud himself admits that the bill, if passed, will save only two or three millions, they calmly assume that there would be no deficit of eighteen millions, but for the carriage of periodicals at low rates.

The report accompanying the bill states that in the year ending June 30, 1895, there were sent by mail 265,314,382 pounds of second-class mail matter, the estimated number of pieces being 1,016,154,000. The cost of this transmission with the proper newspaper postage deducted therefrom according to the assumption of the Department, makes a net loss of $18,572,077.

Assuming the figures of the Department to be exactly correct, and there is no reason for disputing the general accuracy as presented, as an average there are in every periodical published in the United States at least fifty advertisements calling for a mail answer either directly or indirectly, many papers carrying as high as 250 such advertisements, and even as high as 500. Every daily and weekly periodical has a greater or less number. Fifty is an unquestionable small average number of advertisements in all the periodicals carried at second-class rates. Therefore, in 1,016,154,000 pieces of mail, the estimate made in the report of the number of pieces carried during the year ending June 30, 1895, there would be no less than 50,807,700,000 advertisements placed before the people. At least one in one hundred of these will be answered on an average by at least one answer. Therefore, multiplying this number, 508,077,000, the number of advertisements answered, by two cents, the price of a stamp, we have as a very first return indirectly on the transmission of this second-class mail matter, the sum of $10,161,540, making much more than half of the alleged deficiency caused by second-class mail matter, immediately returned by the first answer to this transmission.

This does not begin to state the amount of postage which is paid for other class business after the first letters are sent; correspondence, merchandise and printed matter following in the due course of business, and it would probably be no exaggeration to say that more than fifteen millions of dollars of postage are paid in reply to the letters and wishes of the writers who answer the advertisements.

Where the fault lies and where the reform should start is in the Postal Department itself. Thousands and thousands of tons of books and merchandise, and millions of papers and letters are carried over every mail route under the franking system, which allows the government to send matter free by mail. Desks, stoves, supplies, typewriters and hundreds of articles which should go as freight are all sent as mail in addition to the above. The contracts with the railroads are made entirely on the weight of mail carried. Instead of mentioning this as the prime cause of loss, it is seldom referred to. The merchandise, books, supplies and letters which are carried free in the mails for the government are what make the excessive payments to the railroads. These payments, of course, in the end are responsible for the deficiency. It has been proved that, while the express companies pay the railroads about $11.74 a ton, the Department is paying at the rate of $156.19 a ton, and the very officials who claim that the deficiency is caused by second-class matter are daily allowing this free mail sent everywhere without a complaint.—*The Newspaper Maker.*

TEA AND OATMEAL ON THE STAGE.

In the second act of "The Lady Slavey," at the Casino, the action passes in the house of a grocer, and on the walls of his ballroom portraits are hung. Somebody asks if they are his ancestors, and he responds, "Why, lor', no; they are my best customers." After the grocer has said that the portraits represent his best customers, the light behind them is extinguished, and they become transparencies, emblazoned with the names of a tea and an oatmeal. Nobody laughs, and probably nine persons out of ten feel as though they were, in the words of the sheriff in the farce, "being done." The curtain which now falls between the acts at the Casino is covered with advertisements, so that the audiences are not entirely unprepared for the surprise which comes when the tea and the oatmeal, with recommendations, are flashed at it from the stage. Such advertising devices are, however, familiar in Europe. Some Paris theaters of the first rank display them. In London the smaller music halls make regular use of them, and may be after a while we shall have them as regularly here. But when they are introduced into the play and made a part of it the result is a doubtful success.—*New York Sun.*

More satisfactory and successful business transactions are consummated daily through the medium of the advertising columns of

The SUN

than through any other paper published.

Its different editions cover the field. Address

THE SUN, New York.

HERE, THERE AND EVERYWHERE.

By Oscar Herzberg.

There are wars and rumors of wars against department stores. The smaller establishments find themselves unable to cope in prices with such aggregations of capital and enterprise as the department stores have become, and they raise a hue and cry against them, and in some States even attempt to abrogate their existence by legislative enactment. Meanwhile the public, all unconcerned, patronizes the department store, greatly to the benefit of its own pocket. The public gravitates as naturally to places where it can purchase advantageously, as water does to its own level.

* * * *

Legislative enactments against the department store would bring up some complicated questions. To begin with, what is a department store? Of course, it is an establishment divided into departments, in each of which dissimilar goods are sold. Under this definition, the butcher who sells vegetables with his meat, the druggist who keeps a supply of hairbrushes and combs, would possess department stores. Perhaps there is no law that can be framed by human ingenuity that it is not possible to evade; but a law against department stores could be most easily evaded, since no one can define with sufficient detail just what a department store consists of, and, incidentally, what it does not consist of.

* * * *

Why department stores should be discriminated against is clear to nobody but to the small "nation of storekeepers," who clamor for the passage of prohibitory laws. The public wants department stores, and what the public wants it will have, in spite of all laws and lawgivers. The department store is an evolution in modern business methods that it is impossible to suppress; it is a natural healthy phenomenon, and no more subject to legislative enactment than are the eruptions of Vesuvius. That it does hurt small storekeepers is apparent, but it would be a good wind, indeed that brought ill to no one.

* * * *

The more intelligent opponents of the department store acknowledge that it does supply the public with the necessaries of life cheaper than the people could otherwise obtain them, but insists that it simply robs Peter in order to pay Paul; that it reduces the salaries of clerks, and throws numbers of storekeepers out of employment. There is a grain of truth in all this, but the result of the elimination of the small retailer is bound to be beneficial in the end. What we need to-day is less middlemen and more productive workers, and the department store is surely, if silently and unconsciously, working to this end. The people will be the gainers when the number of middlemen is considerably reduced.

* * * *

It is often stated that the prestige of the department store is due to its advertising, and the implication is made that if small dealers would advertise they could rival their gigantic competitors. However, advertising is but one of the factors that have brought the department store to its present proud position. These establishments exist as a result of a demand on the part of the public for cheaper goods, and as cheap goods are only possible by selling much and making a small profit on each sale, the department store was evolved. Its advertising came later, and was, of course, largely instrumental in making its advantages known to the public; but, after all, the advertising was but one step in its wonderful march of progress. A small dealer who advertised as largely would find himself ere long on the verge of financial ruin.

THE REASON.

Wesson—You look to see how a story ends before you read far, do you? You are unable to control your curiosity, I suppose.

Sisson—That's not it. I'm afraid it will end by recommending some patent medicine.

PATENT ENVELOPE.

The Allegheny, Pa., man who invented the latest envelope had his wits about him. The idea consists in placing the mucilage on the edge of the opening on the body of the envelope, where the flap laps on when sealed, instead of on the flap itself, so that when sealing an envelope one can moisten the clean paper flap and press it down with the same effect as with the old envelope.—*New Ideas, Philadelphia.*

THE charming Carrie Stevens-Walter, owner of the *Santa Clara*, a California magazine, has had no end of trouble about getting a correct circulation rating in the American Newspaper Directory, just because she, in her womanly way, persists in sending affidavits to the Directory concerning something that the editor does not want to know, and just as persistently neglects to tell him, over her own signature, what he would be glad to learn. No one connected with the Directory would think of doubting Carrie's word if she would discard the affidavit habit and condescend to state a fact.

A Point

Covers only an infinitesimal amount of space. In theory it is nothing. You can't see it, but if it is sharp enough you may be made to feel it.

A Pointer

Is a suggestion. By common usage a suggestion deserving the designation of a pointer is worthy of attention. If the pointer comes from the right source always act on it.

Reasoning from the above premise a point worthy of attention is that

The Portland Oregonian

Is the one paper of general circulation in the Pacific Northwest, embracing within its limits Oregon, Washington, Idaho and Western Montana. A pointer which receives the recognition of all general advertisers is that the Oregonian brings results. It does all the work in its field. A case without a parallel in the annals of American Journalism.

E. G. JONES,
IN CHARGE OF ADVERTISING.

The S. C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Bldg., New York. **The Rookery, Chicago.**

The Peerless Vickery and Hill List



Advertisers who can trace results say they pay better than any similar publications

Minimum Circulation
1,500,000
copies per month

Guaranteed Circulation
OVER **19,000,000**
copies for 1896

PUBLICATION OFFICE
Augusta, Me.

SPECIAL ADVERTISING OFFICES
C. E. ELLIS, Manager
Nos. 401-402-403 Temple Court
New York City

Boyce Building, Chicago, Ills.
W. J. KENNEDY in charge



P. I. Jonson's CASH UP... 4cent Printing ...INKS

Those who have watched the development of a trade in Printing Inks worked up on a cash in advance basis by Printers Ink Jonson, solely by means of advertisements in this paper, will take special interest in the issue for this week, because it is printed, and well printed too, with a grade of ink popularly supposed to be too poor for even a cross-roads weekly.

This Issue of Printers' Ink

Is Printed with Jonson's Commonest News Ink—

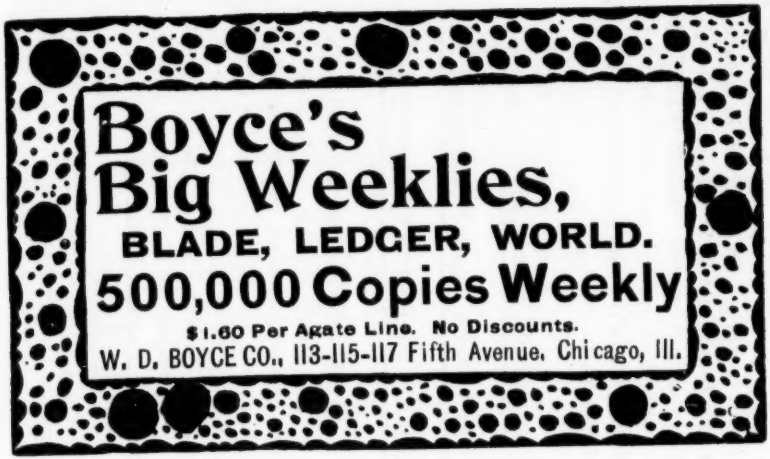
Positively the Poorest Quality He Sells

Or ever has sold—*his four cent news ink.* The man who discovered that Einstein's fire was brought about by too much insurance rather than any excess of inflammable material, has come also to the conclusion that when "poor ingredients" are mentioned in connection with Jonson's Inks, the faulty quality is not in the inks but in the discoverers of the faults. If faults do show up in the printing, with Jonson's Ink, a poor ingredient may, on close inspection, be detected in the pressman—never in the inks. Any good pressman, with clean rollers, can always produce work as good as the printing of this issue of this paper by using the ink that P. I. Jonson sells in 500 pound barrels for $20, or in ten pound cans for seventy-five cents. Send $20 or 75 cents for a 500 pound barrel or a 10 pound can.

Address

P. I. JONSON,

No. 8 Spruce Street, NEW YORK.


Boyce's
Big Weeklies,
BLADE, LEDGER, WORLD.
500,000 Copies Weekly
$1.60 Per Agate Line. No Discounts.
W. D. BOYCE CO., 113-115-117 Fifth Avenue, Chicago, Ill.

THE BIG PAPERS.

ARRANGED IN THE ORDER OF THEIR BIGNESS.



A COMPLETE LIST OF ALL HAVING AVERAGE ISSUES OF MORE THAN 5,000 COPIES.

The following is a complete list of all the papers published in the United States and Canada which receive credit, in the American Newspaper Directory for 1896, for regular editions of more than 5,000 copies each issue. The list is arranged in order of the circulations accorded, largest circulations of each class having first place. In cases where the circulation ratings are given by letters:

A	means	exceeding	75,000
B	"	"	40,000
C	"	"	20,000
D	"	"	17,500
E	"	"	12,500
F	"	"	7,500

Where one of these letter ratings is reinforced by an asterisk attached, the publishers of the Directory guarantee the accuracy of the rating, as they also do all circulations stated in figures.

If there is any paper anywhere published whose regular average issues for the year 1895 exceeded 5,000 copies, and the name of that paper fails to appear in this list, it is because in response to repeated applications, the publisher of the paper failed to furnish the editor of the Directory with a definite statement duly signed and dated, showing the facts. It is asserted by the publishers of the Directory that a reward of $100 and a written apology is at the service of any newspaper publisher who establishes the fact that he furnished the requisite information, and is not accorded a circulation rating in exact accordance with the figures he supplied.

DAILIES.

Chicago, Ill., News,	202,496
Philadelphia, Pa., Evening Item,	191,606
Boston, Mass., Globe,	181,319
Philadelphia, Pa., Record,	163,883
Chicago, Ill., Record,	152,272
Cincinnati, O., Post,	121,111
St. Louis, Mo., Chronicle,	107,464
St. Louis, Mo., Post-Dispatch,	78,516
San Francisco, Cal., Examiner,	75,930
Chicago, Ill., Times-Herald,	A
Chicago, Ill., Tribune,	A
Boston, Mass., Herald,	A
New York, N. Y., Evening Sun,	A
New York, N. Y., Herald,	A
New York, N. Y., Journal,	A
New York, N. Y., News,	*A
New York, N. Y., Press,	A
New York, N. Y., Sun,	A
New York, N. Y., World, morning,	A
New York, N. Y., World, evening,	A
Philadelphia, Pa., Inquirer,	A
New York, N. Y., Morning Advertiser,	61,946
Buffalo, N. Y., Evening News,	61,605
Kansas City, Mo., Star,	59,660
St. Louis, Mo., Republic,	55,191
New York, N. Y., Herold,	54,743
Pittsburg, Pa., Chronicle Telegraph,	51,617
Montreal, Que., La Presse,	45,450
Pittsburg, Pa., Press,	44,080
New York, N. Y., Zeitung,	42,500
Montreal, Que., Star,	41,543
Minneapolis, Minn., Journal,	41,274
San Francisco, Cal., Chronicle,	B
Chicago, Ill., Dispatch,	B
Chicago, Ill., Inter Ocean,	B
Baltimore, Md., Sun,	B
Boston, Mass., Evening Record,	B
Boston, Mass., Journal,	B
Boston, Mass., Post,	B
Detroit, Mich., Evening News,	B
St. Louis, Mo., Globe-Democrat,	B
New York, N. Y., Morgen Journal,	B
New York, N. Y., Recorder,	B
New York, N. Y., Staats-Zeitung, morning,	B
Philadelphia, Pa., Public Ledger,	B
Cincinnati, O., Enquirer,	B
Cleveland, O., Leader and Even'g News-Herald,	B
Cleveland, O., Press,	B
Pittsburg, Pa., Times,	B
New York, N. Y., Mercury,	40,000
Minneapolis, Minn., Tribune,	37,797
Pittsburg, Pa., Post,	36,800
Philadelphia, Pa., Demokrat,	36,000
Newark, N. J., Evening News,	35,240
Detroit, Mich., Free Press,	34,674
Buffalo, N. Y., Evening Times,	34,127
Indianapolis, Ind., News,	32,215
Washington, D. C., Evening Star,	31,871
St. Louis, Mo., Star,	31,478
St. Paul, Minn., Dispatch,	29,586
Philadelphia, Pa., Abend Gazette,	27,300
Philadelphia, Pa., Morgen Gazette,	27,300
Boston, Mass., Traveller,	26,680
Pittsburg, Pa., Leader,	25,422
New York, N. Y., Evening Post,	24,061
Kansas City, Mo., World,	23,870
Toronto, Ont., Mail and Empire,	23,601
Denver, Colo., Republican,	23,382
Washington, D. C., Times,	23,072
Chicago, Ill., Evening Post,	23,000
Denver, Colo., Rocky Mountain News,	22,718
Rochester, N. Y., Democrat and Chronicle,	21,368
Toronto, Ont., Evening Telegram,	21,318
Minneapolis, Minn., Times,	20,169
San Francisco, Cal., Report,	C
Chicago, Ill., Drovers' Journal,	C
Chicago, Ill., Evening Journal,	C
Baltimore, Md., Morning Herald,	C
Detroit, Mich., Journal,	*C
New York, N. Y., Times,	C
New York, N. Y., Tribune,	C
Cincinnati, O., Abend Press,	C
Cincinnati, O., Commercial Gazette,	C
Cincinnati, O., Times-Star,	C
Cleveland, O., World,	C
Pittsburg, Pa., Commercial Gazette,	*C
Pittsburg, Pa., Dispatch,	C
Philadelphia, Pa., Family Call,	C
Philadelphia, Pa., Press,	C
Philadelphia, Pa., Times,	C
Providence, R. I., Evening Bulletin,	C
Grand Rapids, Mich., Evening Press,	19,672
Portland, Ore., Morning Oregonian,	18,801
Omaha, Neb., World-Herald,	17,906
Washington, D. C., Post,	*D
Chicago, Ill., Abend Post,	D
Chicago, Ill., Illinois Staats-Zeitung,	D
Louisville, Ky., Times,	D
Baltimore, Md., World,	D
St. Paul, Minn., Pioneer Press,	D
Kansas City, Mo., Times,	D
Albany, N. Y., Times-Union,	D
Brooklyn, N. Y., Eagle,	D

New York, N. Y., Evening Telegram,	D	
New York, N. Y., Mail and Express,	D	
Philadelphia, Pa., North American,	D	
Cincinnati, O., Tribune,	D	
Cleveland, O., Wæchter,	D	
Atlanta, Ga., Journal,	17,006	
Syracuse, N. Y., Evening Herald,	16,708	
Los Angeles, Cal., Times,	15,540	
Memphis, Tenn., Commercial-Appeal,	15,521	
Toledo, O., Blade,	15,350	
Salem, Mass., Evening News,	15,202	
New Orleans, La., Item,	15,079	
Toledo, O., Evening News,	14,857	
Jersey City, N. J., Evening Journal,	14,362	
Pawtucket, R. I., Evening Times,	14,000	
Kansas City, Mo., Drovers' Telegram,	13,513	
Buffalo, N. Y., Morning Express,	13,225	
Rochester, N. Y., Union and Advertiser,	13,100	
Lynn, Mass., Evening Item,	12,990	
Columbus, O., Ohio State Journal,	12,773	
San Francisco, Cal., Evening Post,	E	
Denver, Colo., Times,	E	
Atlanta, Ga., Constitution,	E	
Chicago, Ill., Freie Presse,	E	
Indianapolis, Ind., Sentinel,	E	
Louisville, Ky., Commercial,	E	
Louisville, Ky., Courier-Journal,	E	
Baltimore, Md., American,	E	
Boston, Mass., Advertiser,	E	
Boston, Mass., Evening Transcript,	E	
Springfield, Mass., Union, morning and evening,	E	
Detroit, Mich., Tribune,	E	
St. Paul, Minn., Globe,	E	
Minneapolis, Minn., Penny Press,	E	
Kansas City, Mo., Journal,	E	
New York, N. Y., Commercial Advertiser,	E	
Albany, N. Y., Press and Knickerbocker,	E	
Rochester, N. Y., Post-Express,	E	
Brooklyn, N. Y., Times,	E	
Cleveland, O., Plain Dealer,	E	
Toronto, Ont., Globe,	E	
Toronto, Ont., News,	E	
Toronto, Ont., World,	E	
Philadelphia, Pa., Evening Telegraph,	E	
Providence, R. I., Evening Telegram,	E	
Milwaukee, Wis., Evening Wisconsin,	E	
Milwaukee, Wis., Journal,	E	
Milwaukee, Wis., Sentinel,	E	
Baltimore, Md., News,	12,500	
New Orleans, La., States,	12,496	
Indianapolis, Ind., Journal,	12,263	
Springfield, Mass., Republican,	11,929	
Worcester, Mass., Telegram,	11,729	
Albany, N. Y., Morning Express,	11,620	
Bridgeport, Conn., Evening Post,	10,458	
Nashville, Tenn., Banner,	11,405	
Albany, N. Y., Journal,	10,316	
Fort Worth, Tex., Gazette,	10,333	
Wichita, Kan., Eagle,	9,695	
San Jose, Cal., Herald,	9,383	
Topeka, Kan., State Journal,	9,217	
Topeka, Kan., Capital,	9,160	
Winnipeg, Man., Free Press,	9,163	
Wilkes-Barre, Pa., Record,	8,984	
Oakland, Cal., Tribune,	8,837	
Binghamton, N. Y., Leader,	8,745	
Anaconda, Mont., Standard,	8,610	
New Bedford, Mass., Evening Standard,	8,576	
Toronto, Ont., Evening Star,	8,500	
Nashville, Tenn., American,	8,500	
Portland, Ore., Evening Telegram,	8,322	
Youngstown, O., Vindicator,	8,350	
Binghamton, N. Y., Evening Herald,	8,081	
St. Joseph, Mo., News,	7,935	
Utica, N. Y., Press,	7,631	
Dayton, O., Evening News,	7,625	
Bridgeport, Conn., Morning Union,	7,620	
Utica, N. Y., Observer,	7,580	
San Francisco, Cal., Evening Bulletin,	F	
Hartford, Conn., Times,	F	
New Haven, Conn., Union,	F	
Sioux City, Ia., Journal,	F	
Chicago, Ill., Abendblatt,	F	
Chicago, Ill., Der Republikaner,	F	
Chicago, Ill., Skandinaven,	F	
Chicago, Ill., Sun,	F	
Louisville, Ky., Evening Post,	F	
Covington, Ky., Kentucky Post,	F	
New Orleans, La., Picayune,	F	
New Orleans, La., Times-Democrat,	F	
Baltimore, Md., Der Deutsche Correspondent,	F	
Worcester, Mass., Evening Post,	F	
Lincoln, Neb., Nebraska State Journal,	F	
Brooklyn, N. Y., Citizen,	F	
Brooklyn, N. Y., Freie Presse,	F	
Brooklyn, N. Y., Standard-Union,	F	
Buffalo, N. Y., Commercial,	F	
Buffalo, N. Y., Courier,	F	
New York, N. Y., Journal of Commerce,	F	
New York, N. Y., Staats-Zeitung, evening,	F	
Rochester, N. Y., Herald,	F	
Dayton, O., Evening Press,	F	
Toledo, O., Bee,	F	
Philadelphia, Pa., Evening Bulletin,	F	
Philadelphia, Pa., News,	F	
Reading, Pa., Eagle,	F	
Scranton, Pa., Truth,	F	
West Chester, Pa., Local News,	F	
Montreal, Que., Le Monde,	F	
Montreal, Que., Witness,	F	
Quebec, Que., L'Evenement,	F	
Providence, R. I., Journal,	F	
Dallas, Tex., News,	F	
Houston, Tex., Post,	*F	
Richmond, Va. Dispatch,	F	
Milwaukee, Wis., News,	F	
Milwaukee, Wis., Germania,	*F	
Hartford, Conn., Post,	7,500	
St. Louis, Mo., Die Westliche Post,	7,500	
Memphis, Tenn., Evening Scimitar,	7,300	
Pottsville, Pa., Republican,	7,293	
Wilmington, Del., Every Evening,	7,231	
Los Angeles, Cal., Evening Express,	7,031	
Brockton, Mass., Enterprise,	7,037	
Montreal, Que., Gazette,	7,029	
Guthrie, Okla., Oklahoma State Capital,	6,958	
Des Moines, Ia., News,	6,712	
Oakland, Cal., Times,	6,570	
Binghamton, N. Y., Republican,	6,514	
Los Angeles, Cal., Herald,	6,500	
Haverhill, Mass., Evening Gazette,	6,500	
Chester, Pa., Times,	6,445	
Milwaukee, Wis., Abend Post,	6,228	
Portland, Me., Evening Express,	6,181	
Harrisburg, Pa., Star-Independent,	6,120	
Chicago, Ill., Dziennik Chicagoski,	6,072	
Paterson, N. J., Evening News,	6,006	
Buffalo, N. Y., Demokrat,	6,000	
Trenton, N. J., True American,	5,874	
Chicago, Ill., Svornost,	5,800	
Sacramento, Cal., Evening Bee,	5,700	
Helena, Mont., Independent,	5,700	
Bloomington, Ill., Pantagraph,	5,601	
Newark, N. J., New Jersey Freie Zeitung,	5,320	
Pittsburg, Pa., Beobachter,	5,300	
Oakland, Cal., Enquirer,	5,263	
Joliet, Ill., News,	5,173	
Des Moines, Ia., Iowa Capital,	5,166	
Spokane, Wash., Spokesman-Review,	5,086	
Williamsport, Pa., Sun,	5,033	

TRI-WEEKLY.

Pittsburg, Pa., Amerikansko Slovenske Noviny,	11,500
Clinton, Ia., Clinton Co. Advertiser,	6,237

SEMI WEEKLY.

Detroit, Mich., Free Press,	47,816
Nashville, Tenn., American,	D
Milwaukee, Wis., Herold,	D
Houston, Tex., Post,	17,496
Pittsburg, Pa., Post,	15,548
Topeka, Kan., Capital,	15,208
Detroit, Mich., Michigan Volksblatt,	*E
Montgomery, Ala., Advertiser,	F
Chicago, Ill., Drovers' Journal,	F
Baltimore, Md., American,	F
Detroit, Mich., Journal and Commercial Advertiser,	*F
St. Paul, Minn., Volkszeitung,	F
Winona, Minn., Westlicher Herold,	F
Oil City, Pa., Derrick,	F
Chattanooga, Tenn., Times,	F
Galveston, Tex., News,	F
Cincinnati, O., Live Stock Review,	6,307
Ogden, Utah, Standard,	6,185
Utica, N. Y., Press,	6,110
New Orleans, La., States,	5,971
Rome, N. Y., Sentinel,	5,110

WEEKLIES.

Philadelphia, Pa., Item, Sundays,	221,019
Boston, Mass., Globe, Sundays,	219,386
New York, N. Y., Christian Herald and Signs of Our Times.	177,206
Philadelphia, Pa., Sunday School Times,	173,322
Cleveland, O., Union Gospel News,	153,860
Philadelphia, Pa., Record, Sundays,	122,972
Utica, N. Y., Saturday Globe,	117,888
St. Louis, Mo., Republic,	113,928
Detroit, Mich., Free Press,	113,020
Toledo, O., Blade,	107,500

Kansas City, Mo., Star,	105,863	
Elmira, N. Y., Telegram,	102,242	
Washington, D. C., National Tribune,	100,465	
Boston, Mass., Golden Rule,	96,792	
St. Louis, Mo., Post-Dispatch, Sundays,	80,355	
San Francisco, Cal., Examiner,	77,032	
New York, N. Y., Standard,	75,198	
Chicago, Ill., Ledger,		A
Chicago, Ill., Saturday Blade,		A
Boston, Mass., Youth's Companion,		A
New York, N. Y., Fireside Companion,		A
New York, N. Y., National Police Gazette,		A
New York, N. Y., Street & Smith's New York Weekly,		A
New York, N. Y., Tribune,		A
Philadelphia, Pa., Saturday Night,		A
Milwaukee, Wis., Der Haus und Bauernfreund,		*A
Milwaukee, Wis., Germania,		*A
Montreal, Que., Family Herald and Star,	74,188	
Philadelphia, Pa., Item,	73,000	
New York, N. Y., Sunday News,	72,000	
Buffalo, N. Y., Illustrated Express,	70,318	
St. Louis, Mo., Republic, Sundays,	69,021	
New York, N. Y., Revue,	66,914	
Williamsport, Pa., Penn. Grit, Sundays,	60,439	
St. Louis, Mo., Sporting News,	53,000	
Detroit, Mich., Free Press, Sundays,	48,856	
Memphis Tenn., Commercial-Appeal,	46,829	
Albany, N. Y., Journal,	43,720	
Chicago, Ill., Ram's Horn,	42,416	
Atlanta, Ga., Constitution,		B
Chicago, Ill., Epworth Herald,		B
Chicago, Ill., Inter Ocean,		B
Louisville, Ky., Courier-Journal,		B
Boston, Mass., Sacred Heart Review,		B
New York, N. Y., American Agriculturist,		B
New York, N. Y., Family Story Paper,		B
New York, N. Y., Harper's Bazar,		B
New York, N. Y., Harper's Weekly,		B
New York, N. Y., Judge,		B
New York, N. Y., Ledger,		B
New York, N. Y., Life,		B
New York, N. Y., Press, Sundays,		B
New York, N. Y., Puck,		B
New York, N. Y., Sunday Mercury,		B
New York, N. Y., World,		B
Harrisburg, Pa., Telegram,		B
Philadelphia, Pa., Golden Days,		B
Pittsburg, Pa., Leader, Sundays,	38,020	
Brooklyn, N. Y., Eagle,	38,000	
Chicago, Ill., Markets,	36,000	
Decorah, Ia., Posten,	35,964	
Philadelphia, Pa., Die Neue Welt, Sundays,	34,000	
St. Louis, Mo., Der Herold des Glaubens,	31,200	
Toronto, Ont., Mail and Empire,	30,096	
Pittsburg, Pa., Press, Sundays,	29,848	
Troy, N. Y., Northern Budget, Sundays,	29,650	
St. Paul, Minn., Nat'l Reporter System,	28,911	
Cincinnati, O., Lookout,	27,733	
Toronto, Ont., Christian Guardian,	26,354	
Portland, Ore., Oregonian, Sundays,	25,645	
Chicago, Ill., Die Rundschau,	25,055	
Philadelphia, Pa., Guardian Angel,	25,000	
Pittsburg, Pa., Post, Sundays,	24,098	
Springfield, O., New Era,	23,638	
San Francisco, Cal., Monitor,	23,500	
Portland, Me., Transcript,	23,434	
Waco, Tex., Texas Baptist Standard,	23,258	
Cincinnati, O., American Israelite,	23,150	
Columbus, O., Ohio State Journal,	22,978	
Pittsburg, Pa., Christian Union Herald,	22,107	
Notre Dame, Ind., Ave Maria,	22,000	
New York, N. Y., Printers' Ink,	21,913	
Chicago, Ill., Amerikan,	20,800	
Montreal, Que., La Presse,	20,769	
Fort Worth, Tex., Gazette,	20,046	
Washington, D. C., Post, Sundays,		*C
Washington, D. C., Post,		*C
Atlanta, Ga., Sunny South,		C
Chicago, Ill., Baptist Union,		C
Chicago, Ill., Der Westen, Sundays,		C
Chicago, Ill., Farm, Field and Fireside,		C
Chicago, Ill., Orange Judd Farmer,		C
Chicago, Ill., Saturday Telegram,		C
Chicago, Ill., Union-Signal,		C
Indianapolis, Ind., Ind. State Sentinel,		C
Des Moines, Ia., Iowa State Register,		C
Baltimore, Md., Sun,		C
Detroit, Mich., Illustrated Sun,		C
Detroit, Mich., Tribune,		C
Minneapolis, Minn., Svenska Amerikanska Posten,		C
Kansas City, Mo., Journal, Sundays,		C
Kansas City, Mo., Sunday Sun,		C
St. Louis, Mo., Christian Evangelist,		C
St. Louis, Mo., Globe-Democrat,		C
Manchester, N. H., Mirror and Farmer,		*C
New York, N. Y., Catholic News,		C
New York, N. Y., Christian Advocate,		C
New York, N. Y., Christian Work,		C
New York, N. Y., Collier's Weekly,		C
New York, N. Y., Good News,		C
New York, N. Y., Harper's Round Table,		C
New York, N. Y., Illustrated American,		C
New York, N. Y., Irish World,		C
New York, N. Y., Outlook,		C
New York, N. Y., Sabbath Reading,		C
New York, N. Y., Scientific American,		C
New York, N. Y., Town Topics,		C
New York, N. Y., Truth,		C
New York, N. Y., Voice,		C
New York, N. Y., Witness,		C
Cincinnati, O., Enquirer,		C
Cincinnati, O., Gazette,		C
Cincinnati, O., Western Christian Advocate,		C
Cleveland, O., Ohio Practical Farmer,		C
Philadelphia, Pa., Saturday Ev'ng Post,		C
Pittsburg, Pa., National Stockman and Farmer,		C
Milwaukee, Wis., Deutsche Warte,		*C
Milwaukee, Wis., Erholungsstunden,		*C
Chicago, Ill., Advance,	20,000	
Chicago, Ill., L'Italia,	20,000	
Minneapolis, Minn., Daglig Tidende,	20,000	
New York, N. Y., Rider and Driver,	20,000	
Boston, Mass., American Citizen,	19,976	
Newark, N. J., Sunday Call,	19,815	
Kansas City, Mo., Packer,	19,452	
Detroit, Mich., Michigan Christian Advocate,	19,016	
Portland, Ore., Oregonian,	18,310	
Bangor, Me., Commercial,	18,297	
Chicago, Ill., Western British American,	18,200	
New York, N. Y., Public Opinion,	18,200	
Pittsburg, Pa., Christian Advocate,	18,163	
Oakland, Cal., Signs of the Times,	18,148	
Omaha, Neb., World-Herald,	17,903	
Toronto, Ont., Farm and Fireside,	17,540	
Chicago, Ill., Eagle,		D
Chicago, Ill., Farmers' Review,		D
Chicago, Ill., Farmers' Voice,		D
Chicago, Ill., Graphic,		D
Chicago, Ill., Humoristen,		D
Chicago, Ill., Northwestern Christian Advocate,		D
Chicago, Ill., Svenska Amerikanaren,		D
Chicago, Ill., Svenska Tribunen,		D
Indianapolis, Ind., American Tribune,		D
Indianapolis, Ind., Indiana Farmer,		D
Des Moines, Ia., Homestead,		D
Topeka, Kan., Advocate,		D
Boston, Mass., Illustrated Police News,		D
Boston, Mass., Pilot,		D
Boston, Mass., Republic,		D
Springfield, Mass., New England Homestead,		D
Kansas City, Mo., Journal and Agriculturist,		D
St. Louis, Mo., Amerika,		D
St. Louis, Mo., Cen'l Christian Advocate,		D
St. Louis, Mo., Den Friedensbote,		D
St. Louis, Mo., Journal of Agriculture,		D
St. Louis, Mo., Mirror,		D
St. Louis, Mo., Our Young Folks,		D
Lincoln, Neb., Nebraska State Journal,		D
Albany, N. Y., Sunday Telegram,		D
Elmira, N. Y., Budget,		D
New York, N. Y., American Gardening,		D
New York, N. Y., Boys of New York,		D
New York, N. Y., Churchman,		D
New York, N. Y., Examiner,		D
New York, N. Y., Golden Hours,		D
New York, N. Y., Katholisches Volksblatt,		D
New York, N. Y., Observer,		D
New York, N. Y., Recorder,		D
New York, N. Y., Rural New Yorker,		D
New York, N. Y., Times,		D
Cincinnati, O., Am. Grange Bulletin,		D
Cincinnati, O., Christian Standard,		D
Columbus, O., Ohio Waisenfreund,		D
Dayton, O., Farmers' Home,		D
Philadelphia, Pa., Practical Farmer,		D
Philadelphia, Pa., Taggarts' Times, Sundays,		D
Pittsburg, Pa., Chronicle Telegraph,		D
Pittsburg, Pa., Commercial Gazette,		D
Nashville, Tenn., Christian Advocate,		D
Dallas, Tex., Texas Farm and Ranch,		D
Fort Atkinson, Wis., Hoard's Dairyman,		*D
Montreal, Que., Witness,		D
Toronto, Ont., Canada Farmers' Sun,		D

Chicago, Ill., Eight Hour Herald,	17,370	
Columbus, O., O. State Journal, S'nd'ys,	17,306	
Chicago, Ill., Missione-Wanneri,	16,569	
Louisville, Ky., Methodist and Way of Life,	16,379	
Buffalo, N. Y., Times, Sundays,	16,219	
Boston, Mass., American Horse Breeder,	16,000	
Toronto, Ont., North-Ender,	16,000	
Oak Park, Ill., Week's Current,	15,741	
Boston, Mass., Banker and Tradesman,	15,219	
St. Louis, Mo., Die Westliche Post, S'dys,	15,000	
Dallas, Tex., Texas Baptist and Herald,	15,000	
Louisville, Ky., Western Recorder,	14,725	
Mount Morris, Ill., Gospel Messenger,	14,400	
Nashville, Tenn., American, Sundays,	14,000	
Worcester, Mass., Sunday Telegram,	13,726	
Rock Island, Ill., Augustana,	13,513	
Boston, Mass., Bicycling World,	13,250	
San Francisco, Cal., News Letter and Cal. Advertiser,	13,000	
Scranton, Pa., Index,	12,800	
Houston, Tex., Post, Sundays,	12,800	
San Francisco, Cal., Chronicle,		E
San Francisco, Cal., Wave,		E
Chicago, Ill., Breeders' Gazette,		E
Chicago, Ill., Daheim, Sundays,		E
Chicago, Ill., Equity,		E
Chicago, Ill., Express,		E
Chicago, Ill., Horse Review,		E
Chicago, Ill., Illinois Staats-Zeitung,		E
Chicago, Ill., Interior,		E
Chicago, Ill., Living Church,		E
Chicago, Ill., New World,		E
Chicago, Ill., Prairie Farmer,		E
Chicago, Ill., Times-Herald,		E
Chicago, Ill., Young Men's Era,		E
Quincy, Ill., Farmers' Call,		E
Indianapolis, Ind., Am. Nonconformist,		E
Indianapolis, Ind., Western Horseman,		E
Lewiston, Me., Journal,		E
Boston, Mass., American Cultivator,		E
Boston, Mass., Congregationalist,		E
Boston, Mass., L. A. W. Bulletin and Good Roads,		E
Boston, Mass., Woman's Column,		E
Detroit, Mich., Michigan Farmer,		E
Detroit, Mich., Sunday Sun,		E
Detroit, Mich., Tribune, Sundays,		E
Minneapolis, Minn., Times, Sundays,		E
Minneapolis, Minn., Tribune, Sundays,		E
St. Paul, Minn., Pioneer Press,		E
St. Louis, Mo., Christian Advocate,		E
St. Louis, Mo., Colman's Rural World,		E
St. Louis, Mo., Critic,		E
Albany, N. Y., Cultivator and Country Gentleman,		E
Albany, N. Y., Press,		E
Brooklyn, N. Y., Citizen,		E
New York, N. Y., American Machinist,		E
New York, N. Y., Amerikan Schweizer, Zeitung,		E
New York, N. Y., Belletristisches Journal,		E
New York, N. Y., Dispatch,		E
New York, N. Y., Dramatic Mirror,		E
New York, N. Y., Independent,		E
New York, N. Y., Leslie's Illustrated Weekly,		E
New York, N. Y., School Journal,		E
New York, N. Y., Staats-Zeitung,		E
Cincinnati, O., Der Christliche Apologete,		E
Cincinnati, O., Herald and Presbyter,		E
Cincinnati, O., Times,		E
Cincinnati, O., Westliche Blaetter, S'nd'ys,		E
Cleveland, O., Catholic Universe,		E
Cleveland, O., Der Christliche Botschafter,		E
Cleveland, O., Leader,		E
Cleveland, O., Waechter, Sundays,		E
Dayton, O., Religious Telescope,		E
Lancaster, Pa., Lutheran Observer,		E
Philadelphia, Pa., Journal of the Knights of Labor,		E
Philadelphia, Pa., Press,		E
Philadelphia, Pa., Times,		E
Dallas, Tex., Texas Christian Advocate,		E
Dallas, Tex., Texas Farmer,		E
Milwaukee, Wis., Acker,		E
Milwaukee, Wis., Wisconsin,		E
Chicago, Ill., Standard,	12,500	
Atlanta, Ga., Looking Glass,	12,137	
Chicago, Ill., Biadet,	12,000	
New York, N. Y., Christian Alliance,	12,000	
Philadelphia, Pa., Presbyterian,	12,000	
Syracuse, N. Y., Herald, Sundays,	11,868	
St. Louis, Mo., Mekeel's Stamp News,	11,500	
Indianapolis, Ind., Journal, Sundays,	11,403	
Syracuse, N. Y., Northern Christian Advocate,	11,385	
Guthrie, Okla., Oklahoma State Capital,	11,076	
Little Rock, Ark., Arkansas Methodist,	11,000	
St. Louis, Mo., Central Baptist,	10,987	
Omaha, Neb., American,	10,800	
Milwaukee, Wis., Catholic Citizen,	10,700	
New York, N. Y., Medical Journal,	10,250	
St. Paul, Minn., Der Wanderer,	10,232	
Boston, Mass., Christian Witness and Advocate of Bible Holiness,	10,000	
Utica, N. Y., Y Dryeh,	10,000	
Denver, Colo., Cycling West,	10,000	
Chillicothe, Mo., Missouri World,	10,000	
St. Louis, Mo., Die Westliche Post,	10,000	
St. Paul, Minn., Minn. Stats Tidning,	10,000	
Chicago, Ill., Bearings,	10,000	
Chicago, Ill., Farm Implement News,	10,000	
Chicago, Ill., Wiara I Ojzyzna,	9,944	
St. Paul, Minn., A. O. U. W. Guide,	9,927	
Chicago, Ill., Grocers' Criterion,	9,793	
Springfield, Mass., Republican, Sundays,	9,633	
Philadelphia, Pa., Sunday Graphic,	9,500	
Trenton, N. J., Sunday Advertiser,	9,224	
New York, N. Y., American Banker,	9,200	
Wichita, Kan., Eagle,	9,123	
Milton, Pa., People,	9,044	
Boston, Mass., World's Crisis and Second Advent Messenger,	9,000	
Newark, N. J., Catholic Ledger,	9,000	
Toledo, O., Amerytka,	9,000	
Philadelphia, Pa., Reformed Church Messenger,	8,750	
Cincinnati, O., Die Deborah,	8,650	
Memphis, Tenn., Jewish Spectator,	8,555	
Cincinnati, O., Missionary Intelligencer,	8,500	
St. John, N. B., Sun,	8,327	
Austin, Tex., Firm Foundation,	8,300	
Poughkeepsie, N. Y., Sunday Courier,	8,275	
Newark, N. J., Der Erzaehler, Sundays,	8,250	
Concord, N. H., Independent Statesman,	8,158	
Chicago, Ill., Duch Casu, Sundays,	8,100	
New York, N. Y., American Economist,	8,000	
Canton, O., Sunday Repository,	7,934	
New York, N. Y., Home Journal,	7,800	
Washington, D. C., Colored American,	7,800	
Atlanta, Ga., Christian Index,	7,700	
Birmingham, Ala., State Herald,		F
Sacramento, Cal., Union,		F
San Francisco, Cal., Argonaut,		F
San Francisco, Cal., Bulletin,		F
San Francisco, Cal., Wasp,		F
Denver, Colo., Field and Farm,		F
Denver, Colo., Times,		F
Bridgeport, Conn., Sunday Herald,		F
Washington, D. C., Silver Knight and Watchman,		F
Atlanta, Ga., Wesleyan Christian Advocate,		*F
Chicago, Ill., Appeal,		F
Chicago, Ill., Die Fackel, Sundays,		F
Chicago, Ill., Drovers' Journal,		F
Chicago, Ill., Freie Presse,		F
Chicago, Ill., Gamla Och Nya Hemlandet,		F
Chicago, Ill., Horseman,		F
Chicago, Ill., Journal,		F
Chicago, Ill., Reform Advocate,		F
Chicago, Ill., Rights of Labor,		F
Chicago, Ill., Skandinaven,		F
Chicago, Ill., Svenska Kuriren,		F
Chicago, Ill., Vereins-Zeitung,		F
Chicago, Ill., World,		F
Peoria, Ill., Railroad Telegrapher,		F
Des Moines, Ia., Farmers' Tribune,		F
Des Moines, Ia., Ia. State Register, Sn'd'ys,		F
Dubuque, Ia., Telegraph,		F
Louisville, Ky., Christian Guide,		F
Louisville, Ky., Christian Observer,		F
Louisville, Ky., Commercial,		F
Augusta, Me., Maine Farmer,		F
Baltimore, Md., Herald,		F
Baltimore, Md., Katholische Volks-Zeitung,		F
Boston, Mass., Banner of Light,		F
Boston, Mass., Morning Star,		*F
Boston, Mass., Our Sunday Afternoon,		F
Boston, Mass., Watchman,		F
Boston, Mass., Waverly Magazine,		F
Boston, Mass., Zion's Herald,		F
Springfield, Mass., Union, Sundays,		F
Detroit, Mich., Courier,		F
Detroit, Mich., Electrical Student,		F
Detroit, Mich., Patriotic American,		*F
Detroit, Mich., Truth,		F
Minneapolis, Minn., Svenska Folkets Tidning,		F
Jackson, Miss., Clarion-Ledger,		F
Kansas City, Mo., Times,		F

St. Louis, Mo., Church Progress, F
St. Louis, Mo., Farm Machinery, F
St. Louis, Mo., Life, F
St. Louis, Mo., Western Trade Review and Export Journal,
Lincoln, Neb., Independent, F
Newark, N. J., Sunday Standard, F
Albany, N. Y., Farmers' Union League Advocate, F
Elmira, N. Y., Advertiser, F
New York, N. Y., American Sentinel, F
New York, N. Y., Christian Intelligencer, F
New York, N. Y., Clipper, F
New York, N. Y., Courrier Des Etats-Unis, F
New York, N. Y., Dramatic News, F
New York, N. Y., Dun's Review, F
New York, N. Y., Electrical World, F
New York, N. Y., Evangelist, F
New York, N. Y., Freeman's Journal, F
New York, N. Y., Hebrew Standard, F
New York, N. Y., Illustrated News, F
New York, N. Y., Iron Age, F
New York, N. Y., Medical Record, F
New York, N. Y., Metal Worker, F
New York, N. Y., Nation, F
New York, N. Y., Puck (German), F
New York, N. Y., Spirit of the Times, F
New York, N. Y., Turf, Field and Farm, F
New York, N. Y., Jewish Gazette, F
Port Jervis, N. Y., New York Farmer, F
Rochester, N. Y., Democrat and Chronicle, *F
Syracuse, N. Y., Sunday Times, F
Cincinnati, O., Journal and Messenger, F
Cincinnati, O., Light of Truth, F
Cincinnati, O., Sonntagsblatt, Sundays, F
Cincinnati, O., Wahrheitsfreund, F
Cleveland, O., Plain Dealer, F
Columbus, O., Press, F
Toledo, O., Bee, F
Allentown, Pa., Welt-Bote, F
Philadelphia, Pa., Church Standard, F
Philadelphia, Pa., Family Call, F
Philadelphia, Pa., Sporting Life, F
Philadelphia, Pa., Sunday Dispatch, F
Pittsburg, Pa., Gazeta Pittsburgska, F
Pittsburg, Pa., United Presbyterian, F
Chattanooga, Tenn., Times, Sundays, F
Nashville, Tenn., Cumb. Presbyterian, F
Richmond, Va., Dispatch, F
Seattle, Wash., Post-Intelligencer, F
Milwaukee, Wis., Journal, F
Milwaukee, Wis., Sentinel, F
Toronto, Ont., Globe and Canada Farmer, F
Toronto, Ont., Saturday Night, F
Toronto, Ont., Sentinel and Orange and Protestant Advocate, F
Toronto, Ont., Truth, E
London, Ont., Free Press, F
London, Ont., Western Advertiser, F
St. John, N. B., Progress, F
Montreal, Que., Le Cultivateur, F
Montreal, Que., Le Foyer Canadien, F
Richmond, Va., Religious Herald, 7,500
Des Moines, Ia., Wallace's Farmer and Dairyman, 7,500
St. Louis, Mo., Medical Review, 7,500
Chicago, Ill., Journal of Commerce, 7,500
La Crosse, Wis., Boycott's News Budget, 7,500
New York, N. Y., Jewish Review, 7,350
Philadelphia, Pa., Christian Standard, 7,500
Philadelphia, Pa., Nord Amerika, 7,500
Boston, Mass., Christian Leader, 7,400
Philadelphia, Pa., Young Folks' Catholic Weekly, 7,354
San Francisco, Cal., Pacific Rural Press, 7,386
Nashville, Tenn., Tennessee Methodist, 7,328
St. Louis, Mo., Mid-Continent, 7,278
Burlington, Ia., Hawkeye, 7,250
Chicago, Ill., American Artisan, Tinner and House Furnisher, 7,249
Philadelphia, Pa., West Philadelphia Press, 7,200
Detroit, Mich., American Tyler, 7,000
Greensboro, N. C., North Carolina Christian Advocate, 6,900
Worcester, Mass., Skandinavia, 6,843
Dubuque, Ia., Katholischer Westen, 6,833
Montreal, Que., Le Samedi, 6,815
Utica, N. Y., Journal, 6,717
Saginaw, Mich., News, 6,668
Buffalo, N. Y., National Odd Fellow, 6,635
Cleveland, O., Marine Record, 6,500
Harrisburg, Pa., Evangelical, 6,500
Raleigh, N. C., Biblical Recorder, 6,500
Richmond, Va., Planet, 6,400
Chicago, Ill., American Florist, 6,375
Boston, Mass., British American Citizen, 6,339
Boston, Mass., Saturday Even'g Gazette, 6,316
Nashville, Tenn., Baptist Reflector, 6,300
Indianapolis, Ind., Ind. State Journal, 6,228
Lexington, Ky., Southern School, 6,092
London, Ont., Echo, 6,050
Decatur, Ill., Review, 6,017
Youngstown, O., Vindicator, 6,000
Boston, Mass., American Wool and Cotton Reporter and Financial Gazette, 6,000
Buffalo, N. Y., Demokrat, Sundays, 6,000
New York, N. Y., Butchers' Advocate and Market Journal, 6,000
San Francisco, Cal., Star, 6,000
Troy, N. Y., Sunday News, 5,954
Nashville, Tenn., Pilot, 5,865
Cincinnati, O., Christian Leader, 5,800
Oakland, Cal., Tribune, 5,797
Philadelphia, Pa., American Friend, 5,767
Chicago, Ill., Journal of the American Medical Association, 5,600
Holland, Mich., De Grondwet, 5,600
Milwaukee, Wis., Excelsior, 5,592
St. Louis, Mo., Hlas, 5,550
Dallas, Tex., Christian Courier, 5,505
Rochester, N. Y., Sunday Star, 5,500
Hartford, Conn., Globe, Sundays, 5,490
Bloomington, Ill., Pantagraph, 5,412
Waterville, Me., Turf, Farm and Home, 5,400
Zanesville, O., Courier, 5,400
Springfield, O., Sunday News, 5,332
Dallas, Tex., Democrat, 5,320
Indianapolis, Ind., Patriot Phalanx, 5,154
Cleveland, O., Kirchenzeitung, 5,146
Kingston, Ont., British Whig, 5,061
Birmingham, Ala., People's Weekly Tribune, 5,000
Boston, Mass., United States Investor, 5,000
Des Moines, Ia., Svithoid, 5,000
Hot Springs, Ark., Ark. Thomas Cat, 5,000
Jamestown, N. Y., Vart Land, 5,000
New Orleans, La., Mascot, 5,000
New York, N. Y., Florist's Exchange, 5,000
New York, N. Y., Shoe and Leather Reporter, 5,000
Philadelphia, Pa., Christian Instructor, 5,000
Philadelphia, Pa., Methodist, 5,000
Philadelphia, Pa., Northeast News, 5,000
Philadelphia, Pa., Volksblatt, 5,000
Portland, Me., Sunday Telegram, 5,000
Richmond, Va., Southern Churchman, 5,000
St. Louis, Mo., True American, 5,000
Toronto, Ont., Canadian Baptist, 5,000

SEMI-MONTHLIES.

Springfield, O., Farm and Fireside, 281,900
Louisville, Ky., Home and Farm, 82,519
Springfield, Mass., Farm and Home, A
Minneapolis, Minn., Housekeeper, B
Chicago, Ill., American Farmer, 29,500
Racine, Wis., Wisconsin Agriculturist, 26,970
Boston, Mass., Farm Poultry, 24,467
Kansas City, Kan., Ball Room, 20,500
Dayton, O., Young Cath. Messenger, 17,895
Louisville, Ky., Masonic Home Journal, 17,719
Atlanta, Ga., Southern Farm, D
Huntington, Ind., Farmer's Guide and Horse Companion, D
New York, N. Y., American Druggist, 13,000
Chicago, Ill., Western Agriculturist and Live Stock Journal, E
Moline, Ill., Western Plowman, E
Omaha, Neb., Cultivator, E
New York, N. Y., American Medico-Surgical Bulletin, E
London, Ont., Farmers' Advocate and Home Magazine, E
Oak Park, Ill., Intelligence, 11,590
Medina, O., Gleanings in Bee Culture, 11,341
Indianapolis, Ind., Typographical Journal, 9,500
Minneapolis, Minn., Northwestern Agriculturist, 9,000
St. Paul, Minn., Northwestern Farmer, 8,000
New York, N. Y., Bookseller, Newsdealer and Stationer, 8,000
Salt Lake City, Utah, Juvenile Instructor, 8,000
Springfield, Ill., Odd-Fellows' Herald, 7,687
New York, N. Y., Advocate and Family Guardian, 7,600
Des Moines, Ia., Live Stock and Western Farm Journal, F
Aberdeen, S. D., Dakota Farmer, F
Minneapolis, Minn., Skoerdemannen, 7,500

Des Moines, Ia., Grand Army Advocate, 7,216
Topeka, Kan., Western Odd-Fellow, 6,200
Lansing, Mich., Mich. School Moderator, 5,600
St. Louis, Mo., School and Home, 5,000

BI-WEEKLY.

St. Louis, Mo., Die Abendschule, 29,500
Montreal, Que., Northern Messenger, D

MONTHLIES.

Augusta, Me., Comfort, 1,227,567
Philadelphia, Pa., Ladies' Home Journal, 686,583
New York, N. Y., Metropolitan and Rural Home, 500,500
New York, N. Y., Ladies' World, 389,333
New York, N. Y., People's Home Journal, 316,583
Philadelphia, Pa., Farm Journal, 250,000
Irvington, N. Y., Cosmopolitan, 236,666
Libonia, Pa., Park's Floral Magazine, 196,683
New York, N. Y., Good Literature, 195,833
Springfield, O., Ladies' Home Companion, 179,966
New York, N. Y., McClure's Magazine, 147,535
Indianapolis, Ind., Agricultural Epitomist, 125,000
Waterville, Me., American Nation, 125,000
Washington, D. C., American Farmer, 100,200
Waterville, Me., Fireside Gem, 100,000
Philadelphia, Pa., Westminster Teacher, 79,638
Chicago, Ill., Household Guest, A
Boston, Mass., Household and Cottage Hearth, A
Floral Park, N. Y., Mayflower, A
New York, N. Y., Century Magazine, *A
New York, N. Y., Delineator, A
New York, N. Y., Harper's New Monthly Magazine, A
New York, N. Y., Hearthstone, A
New York, N. Y., Munsey's Magazine, A
Springfield, O., Farm News, A
West Grove, Pa., Success With Flowers, 75,000
New York, N. Y., Godey's Magazine, 65,507
New York, N. Y., Constitution, 65,000
Boston, Mass., Yank, 60,000
Philadelphia, Pa., Baptist Teacher, 55,000
Rochester, N. Y., Green's Fruit Grower, 51,000
New York, N. Y., American Messenger, 50,500
New York, N. Y., Toilettes, 45,000
Philadelphia, Pa., House and Home, 45,000
Milwaukee, Wis., American School Board Journal, 44,000
St. Louis, Mo., Inland Illustrated Christian Endeavor M'thly, 43,000
Boston, Mass., Donahoe's Magazine, 42,475
Dansville, N. Y., Normal Instructor, 42,000
Springfield, O., Equity, 41,917
St. Louis, Mo., Word and Works, 40,149
Sycamore, Ill., Modern Woodman, B
Boston, Mass., Home, B
Boston, Mass., Nickell Magazine, B
Boston, Mass., Popular Educator, B
New York, N. Y., Demorest's Family Magazine, B
New York, N. Y., Frank Leslie's Popular Monthly, B
New York, N. Y., Hours at Home, B
New York, N. Y., Judge's Library, B
New York, N. Y., Ladies' Standard Magazine, B
New York, N. Y., Modern Stories, B
New York, N. Y., Modes and Fabrics, B
New York, N. Y., Queen of Fashion, B
New York, N. Y., Review of Reviews, B
New York, N. Y., St. Nicholas, *B
New York, N. Y., Scribner's Magazine, B
New York, N. Y., Sunday School Journal, B
New York, N. Y., Teachers' World, B
Rochester, N. Y., Vick's Illustrated Magazine, B
Cincinnati, O., Sunday School Journal, B
Springfield, O., Womankind, B
Meadville, Pa., Chautauquan, B
Philadelphia, Pa., Our Young People, B
New York, N. Y., Teachers' Institute and Educational Magazine, 38,304
Omaha, Neb., Sovereign Visitor, 38,000
St. Louis, Mo., Medical Brief, 32,315
Greenville, Pa., Young Lutheran, 31,554
Minneapolis, Kan., Kansas Workman, 31,150
Orillia, Ont., Canadian Workman, 30,400
Chicago, Ill., Climax, 25,195
Bloomington, Ill., Home Circle, 25,000
New York, N. Y., Locomotive Engineering, 25,000
St. Louis, Mo., Woman's Farm Journal, 23,230
St. Louis Mo., International Evangel, 22,791
Boston, Mass., Woman's Missionary Friend, 22,000
New York, N. Y., St. Andrew's Cross, 21,333
Grand Island, Neb., Golden Rod Workman, 20,041
Atlanta, Ga., Southern Homestead, C
Chicago, Ill., American Swineherd, C
Peoria, Ill., Locomotive Firemen's Magazine, C
Boston, Mass., Arena, C
Boston, Mass., Knights of Honor Reporter, C
Boston, Mass., Missionary Herald, C
Boston, Mass., Primary Education, C
Springfield, Mass., Good Housekeeping, C
Caro, Mich., Home Life, C
St. Louis, Mo., Butchers' and Packers' Magazine, C
New York, N. Y., Agents' Guide, C
New York, N. Y., Housewife, C
New York, N. Y., Internat'l Journal of Surgery, C
New York, N. Y., Journal of the Telegraph, C
New York, N. Y., Le Bon Ton, C
New York, N. Y., Messenger of the Sacred Heart, C
New York, N. Y., Peterson's Magazine, C
Philadelphia, Pa., Lippincott's Magazine, C
Philadelphia, Pa., Medical World, C
Providence, R. I., Home Guard, C
Chicago, Ill., Home Forum, 20,000
Oak Point, Ill., Star, 20,000
St. Paul, Minn., Humane World, 20,000
St. Paul, Minn., Travelers' Magazine, 20,000
New York, N. Y., Woman's Work for Woman, 20,000
Cedar Rapids, Ia., Kvinden Og Hjemmet, 18,791
Chicago, Ill., Independent Forester, 17,965
San Francisco, Cal., Pac. States Watchman, D
Athens, Ga., Southern Farmer, D
Athens, Ga., Woman's Work, D
Berlin, Ill., Anchor and Shield, D
Chicago, Ill., Great Divide, D
Galesburg, Ill., Railroad Trainmen's Journal, D
Chicago, Ill., Sportsman's Review and Bicycle News, D
Chicago, Ill., World Wide Missions, D
Boston, Mass., American Teacher, D
Boston, Mass., New England Magazine, D
Boston, Mass., Social Visitor Magazine, D
Boston, Mass., Woman's Home Journal, D
St. Louis, Mo., Chaperone Magazine, D
St. Louis, Mo., Home Circle, D
Buffalo, N. Y., Educator, D
New York, N. Y., Art Amateur, D
New York, N. Y., Art Interchange, D
New York, N. Y., Der Auswanderer, D
New York, N. Y., Frank Leslie's Budget, D
New York, N. Y., Frank Leslie's Pleasant Hours, D
New York, N. Y., Illustrated Companion, D
New York, N. Y., Illustrator, and Home and Country, D
New York, N. Y., North American Review, D
New York, N. Y., Our Animal Friends, D
New York, N. Y., Outing, D
New York, N. Y., Power, D
New York, N. Y., Puck's Library, D
New York, N. Y., Quiver, D
Cleveland, O., Brotherhood of Locomotive Engineers' Journal, D
Columbus, O., City and Country, D
Hamilton, Ont., Intern'l Royal Templar, D
Philadelphia, Pa., Home Queen, D
Philadelphia, Pa., Leisure Hours, D
Nashville, Tenn., Sunday School Magazine, D
San Francisco, Cal., Golden State, 17,500
Mason City, Ia., Farmer's Institute, 17,500
Philadelphia, Pa., Etude, 17,500
Chicago, Ill., Sports Afield, 17,250
Delaware, O., Woman's Home Missions, 16,750
Toronto, Ont., Sunday School Banner, 16,208
Port Huron, Mich., Threshermen's Review, 15,774
St. Paul, Minn., Northwest'n Odd-Fellow Review, 15,500
Chicago, Ill., Child-Garden, 15,000
Boston, Mass., Pilgrim Teacher, 15,000
Philadelphia, Pa., Traffic, 15,000
New York, N. Y., Machinery, 14,958
Chicago, Ill., Alkaloidal Clinic, 14,492
Buffalo, N. Y., Royal Templar, 14,000
New York, N. Y., Popular Science News, 13,750
Cincinnati, O., Revivalist, 13,600

Athol, Mass., Healthy Home, 13,489
Taylorville, Ill., School News and Practical Educator, 13,213
Cedar Rapids, Ia., Western Penman, 13,000
Nashville, Tenn., Woman's Missionary Advocate, 13,000
Rochester, N. Y., Fireside Reveries, 12,5e0
New Haven, Conn., Household Pilot, E
Atlanta, Ga., Southern Cultivator and Dixie Farmer, E
Mishawaka, Ind., Power and Transmission, E
Cedar Rapids, Ia., Railway Conductor, E
Boston, Mass., Atlantic Monthly, E
Boston, Mass., Galaxy of Music, E
Boston, Mass., Household Companion, E
Boston, Mass., Our Little Ones and the Nursery, E
Boston, Mass., Working Boy, E
St. Paul, Minn., Northwest Magazine, E
St. Louis, Mo., Deutscher Missions Freund, E
St. Louis, Mo., Home, Farm and Factory and Live Stock Journal, E
New York, N. Y., Argosy, E
New York, N. Y., Arthur's Home Magazine, E
New York, N. Y., Carpentry and Building, E
New York, N.Y., Cassell's Family Magazine, E
New York, N. Y., Church Union, E
New York, N. Y., Fashion and Fancy, E
New York, N. Y., Forum, E
New York, N. Y., Gameland, E
New York, N. Y., L'Art de la Mode, E
New York, N. Y., Short Stories, E
New York, N. Y., Woodward's Musical Monthly, E
Poughkeepsie, N. Y., Imperial Magazine, E
Rochester, N. Y., Educational Gazette, E
Cleveland, O., Household Realm, E
Philadelphia, Pa., Carpenter, E
Toronto, Ont., Ladies' Journal, E
Toronto, Ont., Massey's Magazine, E
Richmond, Va., Bible Reader, E
Richmond, Va., Foreign Mission Journal, E
Philadelphia, Pa., Keystone, 12,500
Quincy, Ill., Reliable Poultry Journal, 12,300
Hardy, Ark., Morgan's Buzz Saw, 11,859
Dayton, O., Choir Leader, 11,854
Boston, Mass., School Physiology Journal, 11,533
Cedar Falls, Ia., Loyal Workman, 11,000
Bloomington, Ill., Public School Jour'l, 10,909
Chicago, Ill., Inland Printer, 10,500
New York, N. Y., American Lawyer, 10,500
New York, N.Y., Travelers' Ready Reference Guide, 10,500
Nashville, Tenn., Confederate Veterans, 10,250
Philadelphia, Pa., Universal Medical Journal, 10,065
Oak Park, Ill., Message and Deaconess Advocate, 10,000
Syracuse, N. Y., American Poultry Advocate, 10,000
Lebanon, O., Teacher's Outlook, 10,000
Welland, Ont., Home Circle Leader, 10,000
Philadelphia, Pa., Household News, 10,000
Philadelphia, Pa., Medical Summary, 10,000
Philadelphia, Pa., Items of Interest, 9,020
Flint, Mich., United Friends' Echo, 9,000
New York, N. Y., Revista Popular, 9,000
New York, N. Y., Business, 8,875
New York, N. Y., Lancet, 8,614
Annville, Pa., Sunday School Herald, 8,500
Philadelphia, Pa., Recorder, 8,166
Chicago, Ill., Deutsche Industrie, 8,100
Chatham, N. Y., Fanciers' Review, 8,025
Topeka, Kan., Western School Journal, 8,020
Topeka, Kan., Helping Hand, 8,000
Syracuse, N. Y., School Bulletin, 8,000
New York, N. Y., Mercantile Adjuster, 7,875
Milwaukee, Wis., Western Teacher, 7,807
Nashville, Tenn., Dixie Miller, 7,613
Winchester, Mass., Royal Arcanum Guide, 7,543
New York, N. Y., Hardware Dealer's Magazine, 7,538
Los Angeles, Cal., Household, F
San Francisco, Cal., Overland Monthly, F
Washington, D. C., National Illustrated Magazine, F
Atlanta, Ga., Southern Agent, F
Chicago, Ill., American Sheep-Breeder and Wool-Grower, F
Chicago, Ill., Arkansaw Traveler, F
Chicago, Ill., Historia, F
Chicago, Ill., Our Youth's Friend, F
Chicago, Ill. S. S. Lesson Illustrator, F
Lafayette, Ind., Echo, F
Terre Haute, Ind., Journal of Materia Medica, F
Charles City, Ia., Iowa Teacher, F
Waterloo, Ia., Iowa Workman, F
Lyons, Kan., Weavers' Herald, F
Boston, Mass., American Kitchen Magazine, F
Boston, Mass., American Legion of Honor Journal, F
Boston, Mass., Babyland, F
Boston, Mass., Contributor, F
Boston, Mass., Life and Light for Women, F
Boston, Mass., Pansy, F
Springfield, Mass., Amateur Gardening, F
Detroit, Mich., Book Keeper, F
Kansas City, Mo., Mo. and Kan. Farmer, F
Kansas City, Mo., National Thresherman, F
St. Louis, Mo., Altruist, F
St. Louis, Mo., Am. Journal of Education, F
St. Louis, Mo., Kunkel's Musical Review, F
St. Louis, Mo., Self Culture, F
New York, N. Y., Current Literature, F
New York, N. Y., Engineering Magazine, F
New York, N. Y., Homiletic Review, F
New York, N. Y., Illustrated Phonographic World, F
New York, N. Y., Jenness Miller Monthly, F
New York, N. Y., La Mode de Paris, F
New York, N. Y., Livery Stable, F
New York, N. Y., Magazine of Art, F
New York, N. Y., Metropolitan Magazine, F
New York, N. Y., Musical Echo, F
New York, N. Y., Penman's Art Journal, F
New York, N. Y., Sanitary Era, F
New York, N. Y., Scientific American, Architects' and Builders' Edition, F
New York, N. Y., Season, F
New York, N. Y., Silver Cross, F
New York, N. Y., Sunbeams' Little Folks, F
New York, N. Y., Welcome Friend, F
Cleveland, O., Evangelische Magazine, F
Cincinnati, O., Financial Review, F
Brantford, Ont., Ancient Forester, F
Philadelphia, Pa., Church At Home and Abroad, F
Philadelphia, Pa., Sexennial Lever, F
Denver, Colo., A. O. U. W. Record, 7,500
New York, N.Y., Confectioners' Gazette, 7,500
New York, N. Y., University Magazine, 7,500
Toledo, O., Gunnels' Monthly, 7,500
Los Angeles, Cal., Land of Sunshine, 7,468
Rockford, Ill., Farmers' Monthly, 7,433
New York, N. Y., Lawyer and Credit Man, 7,333
Minneapolis, Kan., Sprig of Myrtle, 7,200
Milwaukee, Wis., A. O. U. W. Advocate, 7,200
Des Moines, Ia., Midland Monthly, 7,000
Cincinnati, O., Musical Messenger, 7,000
Pittsburg, Pa., Bible Teacher, 6,950
Boston, Mass., Mass. Medical Journal, 6,821
Minneapolis, Minn., Farm Implements, 6,560
Lancaster, Pa., Penn. School Journal, 6,500
Louisville, Ky., Medical Progress, 6,020
Wabash, Ind., Indiana Mashee, 6,000
Fort Madison, Ia., Knight's Sword and Helmet, 6,000
Minneapolis, Minn., School Education, 6,000
New York, N. Y., Decorator and Furnisher, 6,000
New York, N. Y., Insurance Economist, 6,000
New York, N. Y., Literary News, 6,000
Fargo, N. Dak., Landmanden, 6,000
Toronto, Ont., Select Knights of Canada Journal and Advocate, 6,000
Philadelphia, Pa., Medical Bulletin, 6,000
Waco, Tex., Guardian, 6,000
Salt Lake City, Utah, Contributor, 6,000
Boston, Mass., Profitable Advertising, 5,943
Des Moines, Ia., Western Garden and Poultry Journal, 5,875
New Albany, Ind., Medical Herald, 5,840
New York, N. Y., Treasury, 5,779
St. Louis, Mo., National Druggist, 5,666
Scranton, Pa., Colliery Engineer, 5,567
Chicago, Ill., Brewer and Maister, 5,500
Chicago, Ill., Financial Review, 5,500
Indianapolis, Ind., Inter Synod, 5,550
Farmington, N. Y., Ink Drops, 5,500
New York, N. Y., Hotel and Restaurant, 5,500
Philadelphia, Pa., Am. Church Sunday School Magazine, 5,434
Vancouver, B. C., British Columbia Guide, 5,427
Detroit, Mich., Mich. A. O. U. W. Herald, 5,375
Detroit, Mich., Fraternal Index, 5,200

Concord, N. H., Granite Monthly,	5,146
Piqua, O., Buckeye Workman,	5,140
Chicago, Ill., Glass and Pottery World,	5,096
New York, N. Y., El Comercio,	5,083
Springfield, Mass., Domestic Journal,	5,083
Dalton, Ga., Music Teacher,	5,000
Chicago, Ill., Am. Furniture Gazette,	5,000
Geneseo, Ill., Western Swineherd,	5,000
Indianapolis, Ind., Clay Worker,	5,000
Indianapolis, Ind., National Detective,	5,000
Indianapolis, Ind., Wood Worker,	5,000
Cedar Rapids, Ia., Farmeren,	5,000
Holton, Kan., Fraternal Aid,	5,000
Louisville, Ky., Bishop's Letter,	5,000
Buffalo, N. Y., Two Steps,	5,000
New York, N. Y., Editor,	5,000
New York, N. Y., Grand Army Gazette,	5,000
New York, N. Y., Preacher's Magazine,	5,000
Newark, N. J., Railroad Employee,	5,000

BI MONTHLIES.

Philadelphia, Pa., Christianity in Earnest,	15,000
Detroit, Mich., Harper Hospital Bulletin,	12,000
Chicago, Ill., Electro Homœopathische Zeitschrift,	6,500
Richmond, Ind., People's Medical Review,	5,000

QUARTERLIES.

Chicago, Ill., Friends' Bible School Quarterly,	C
New York, N. Y., Judge's Quarterly,	C
St. Louis, Mo., Bible Student,	C
York, Pa., Sunday School Quarterly,	18,000
New York, N. Y., Therapeutic Review,	D
Chicago, Ill., Blasts from the Ram's Horn,	15,000
Buffalo, N. Y., Current History,	11,625
Salisbury, Md., Strawberry Culturist,	10,000
Detroit, Mich., Leonard's Illustrated Medical Journal,	10,000
St. Louis, Mo., Atlas of Dermatology,	10,000
New York, N. Y., Health Culture,	10,000
Washington, D. C., American University Courier,	F
New York, N. Y., Altruist Interchange,	F
Portland, Ore., Business College Journal,	7,500
New York, N. Y., American Bank Reporter,	6,605
Chicago, Ill., Ill. State Assoc'n Notes,	6,000
New York, N. Y., Church Building Quarterly,	6,000
Boston, Mass., Boston Academy,	5,000

CLASS PAPERS.

A COMPLETE LIST OF ALL HAVING AVERAGE ISSUES OF MORE THAN 5,000 COPIES.

The following is a complete list of all the class papers published in the United States and Canada which receive credit, in the American Newspaper Directory for 1896, for regular editions of more than 5,000 copies each issue. The list is arranged in order of the circulations accorded, largest circulations of each class having first place. In cases where the circulation ratings are given by letters :

F	means	exceeding	7,500
E	"	"	12,500
D	"	"	17,500
C	"	"	20,000
B	"	"	40,000
A	"	"	75,000

Where one of these letter ratings is reinforced by an asterisk attached, the publishers of the Directory guarantee the accuracy of the rating, as they also do all circulations stated in figures.

If there is any class paper anywhere published whose regular average issues for the year 1895 exceeded 5,000 copies, and the name of that paper fails to appear in this list, it is because, in response to repeated applications, the publisher of the paper failed to furnish the editor of the Directory with a definite statement showing the facts duly dated and signed. It is asserted by the publishers of the Directory that a reward of $100 and a written apology is at the service of any publisher who establishes the fact that he furnished the requisite information, and is not accorded a circulation rating in exact accordance with the figures he supplied.

RELIGION.

New York, N. Y., Christian Herald and Signs of Our Times, weekly, Und'l,	177,206
Philadelphia, Pa., Sunday School Times, weekly, Und'l,	173,822
Cleveland, O., Union Gospel News, w'y, Undenominational,	153,960
Philadelphia, Pa., Westminster Teacher, m'thly, Presbyterian,	79,688
Philadelphia, Pa., Baptist Teacher, m'y, Baptist,	55,000
New York, N. Y., American Messenger, monthly, Und'l,	50,500
Boston, Mass., Donahoe's Magazine, monthly, R. C.,	42,475
Chicago, Ill., Ram's Horn, w'ly, Und'l,	42,416
Chicago, Ill., Epworth Herald, weekly, Methodist-Episcopal,	B
Boston, Mass., Sacred Heart Review, w'ly, Roman Catholic,	B
Cincinnati, O., Sunday School Journal, monthly, Undenom'l,	B
New York, N. Y., Sunday School Journal, m'y, Meth.-Epis.,	B
Greenville, Pa., Young Lutheran, m'ly, Lutheran,	31,554
St. Louis, Mo., Der Herold des Glaubens, weekly, R. C.,	31,200
Toronto, Ont., Christian Guardian, weekly, Methodist,	26,354
Chicago, Ill., Die Rundschau, weekly, Lutheran,	25,038
Philadelphia, Pa., Guardian Angel, w'y, Roman Catholic,	25,000
San Francisco, Cal., Monitor, weekly, Roman Catholic,	23,500
Waco, Tex., Texas Baptist Standard, weekly, Baptist,	23,258
St. Louis, Mo., International Evangel, monthly, Undenom'l,	22,791
Pittsburg, Pa., Christian Union Herald, w'kly, United Presbyterian,	22,107
Notre Dame, Ind., Ave Marie, weekly, Roman Catholic,	22,000
Boston, Mass., Women's Missionary Friend, monthly, Methodist-Episcopal,	22,000
New York, N. Y., St. Andrew's Cross, m'ly, Prot.-Epis.,	21,333
Chicago, Ill., Baptist Union, weekly, Baptist,	C
Chicago, Ill., Friends' Bible School Quarterly, Friends,	C
Boston, Mass., Missionary Herald, m'ly, Congregational,	C
St. Louis, Mo., Christian Evangelist, weekly, Disciples of Christ,	C
St. Louis, Mo., Bible Student, quart'rly, Disciples of Christ,	C
New York, N. Y., Catholic News, Sundays, R. C.,	C
New York, N. Y., Christian Advocate, w'ly, Meth.-Epis.,	C
New York, N. Y., Christian Work, w'ly, Undenominational,	C

New York, N. Y., Outlook, w'ly, Und'l, C
New York, N. Y., Sabbath Reading, w'ly, Non-sectarian, C
New York, N. Y., Voice, weekly, Und'l, C
New York, N. Y., Witness, w'ly, Und'l, C
New York, N. Y., Messenger of the Sacred Heart, m'thly, Roman Catholic, C
Cincinnati, O., Western Christian Advocate, w'kly, Methodist-Episcopal, C
New York, N. Y., Woman's Work for Woman, monthly, Presbyterian, 20,000
Chicago, Ill., Advance, weekly, Congregational, 20,000
Detroit, Mich., Mich. Christian Advocate, w'y, Meth.-Epis., 19,016
Pittsburg, Pa., Christian Advocate, w'y, Methodist-Episcop'l, 18,163
Oakland, Cal., Signs of the Times, w'kly, Seventh-day Adventist, 18,143
York, Pa., Sunday School Quarterly, Lutheran, 18,000
Dayton, O., Young Catholic Messenger, semi-monthly, R. C., 17,895
Chicago, Ill., World Wide Missions, monthly, Meth.-Epis., D
Boston, Mass., Pilot, weekly, R. C., D
St. Louis, Mo., Central Christian Advocate, w'y, Meth.-Epis., D
St. Louis, Mo., Den Friedensbote, Sundays, Undenom'l, D
St. Louis, Mo., Our Young Folks, w'kly, Christian, D
New York, N. Y., Churchman, weekly, Protestant-Episc'l, D
New York, N. Y., Examiner, weekly, Baptist, D
New York, N. Y., Katholisches Volksblatt, weekly, R. C., D
New York, N. Y., Observer, w'ly, Und'l, D
Chicago, Ill., Northwestern Christian Advocate, w'kly, Methodist-Episcopal, D
Columbus, O., Ohio Waisenfreund, w'ly, Roman Catholic, D
Nashville, Tenn., Christian Advocate, w'kly, M.-E., South, D
Nashville, Tenn., Sunday School Magazine, m'thly, Meth.-Epis., South, D
Montreal, Que., Northern Messenger, bi-weekly, Und'l, D
Delaware, O., Woman's Home Missions, m'ly, Meth.-Epis., 16,750
Chicago, Ill., Missions-Wannen, weekly, Undenominational, 16,560
Louisville, Ky., Methodist and Way of Life, w'kly, Methodist-Episcopal, 16,379
Toronto, Ont., Sunday School Banner, monthly, Methodist, 16,208
Chicago, Ill., Blasts from the Ram's Horn, quarterly, Und'l, 15,000
Boston, Mass., Pilgrim Teacher, m'thly, Congregational, 15,000
Philadelphia, Pa., Christianity in Earnest, bi-m'y, M.-E., 15,000
Dallas, Tex., Texas Baptist and Herald, weekly, Baptist, 15,000
Louisville, Ky., Western Recorder, weekly, Baptist, 14,725
Mount Morris, Ill., Gospel Messenger, weekly, Baptist, 14,400
Cincinnati, O., Revivalist, m'ly, Und'l, 13,600
Rock Island, Ill., Augustana, weekly, Lutheran, 13,513
Nashville, Tenn., Woman's Missionary Advocate, m'thly, Meth.-Epis., South, 13,000
Scranton, Pa., Index, weekly, R. C., 12,900
Chicago, Ill., Interior, w'y, Presbyterian, E
Chicago, Ill., Living Church, weekly, Protestant-Episcopal, E
Chicago, Ill., New World, weekly, R. C., E
Boston, Mass., Congregationalist, w'ly, Congregational, E
Boston, Mass., Working Boy, m'y, R. C., E
St. Louis, Mo., Christian Advocate, w'y, Meth.-Epis., South, E
St. Louis, Mo., Deutscher Missions-Freund, m'thy, Und'l, E
New York, N. Y., Independent, weekly, Undenominational, E
New York, N. Y., Church Union, m'ly, Undenominational, E
Cincinnati, O., Christian Standard, weekly, Disciples, E
Cincinnati, O., Der Christliche Apologete, weekly, Methodist-Episcopal, E
Cincinnati, O., Herald and Presbyter, w'kly, Presbyterian, E
Cleveland, O., Catholic Universe, w'ly, Roman Catholic, E
Cleveland, O., Der Christliche Botschafter, weekly, Und'l, E
Dayton, O., Religious Telescope, w'kly, United Brethern, E
Lancaster, Pa., Lutheran Observer, w'y, Lutheran, E
Dallas, Tex., Texas Christian Advocate, weekly, M.-E., South, E
Richmond, Va., Bible Reader, monthly, Undenominational, E
Richmond, Va., Foreign Mission Journal, m'thly, Baptist, E
Chicago, Ill., Standard, w'kly, Baptist, 12,500
Chicago, Ill., Bladet, w'kly, Undenom'l, 12,000
New York, N. Y., Christian Alliance and Foreign Missionary Weekly, Und'l, 12,000
Philadelphia, Pa., Presbyterian, w'kly, Presbyterian, 12,000
Syracuse, N. Y., Northern Christian Advocate, w'kly, Methodist-Episcopal, 11,385
Little Rock, Ark., Arkansas Methodist, weekly, Methodist-Episcopal, South, 11,000
St. Louis, Mo., Central Baptist, weekly, Baptist, 10,937
Milwaukee, Wis., Catholic Citizen, w'y, Roman Catholic, 10,700
St. Paul, Minn., Der Wanderer, weekly, Roman Catholic, 10,232
Oak Park, Ill., Message and Deaconess Advocate, monthly, Methodist-Episcopal, 10,000
Boston, Mass., Christian Witness and Advocate of Bible Holiness, w'kly, Holiness, 10,000
Austin, Tex., Firm Foundation, w'kly, Church of Christ, 8,300
Salt Lake City, Utah, Juvenile Instructor, semi-m'ly, Mormon, 8,000
Chicago, Ill., Wiarl I Ojczyzna, weekly, Roman Catholic, 9,944
Boston, Mass., World's Crisis and Second Advent Messenger, weekly, Advent Christian, 9,000
Newark, N. J., Catholic Ledger and Independent Democrat, w'ly, Roman Catholic, 9,000
Philadelphia, Pa., Reformed Church Messenger, w'ly, Reformed Ch'ch, 8,750
Cincinnati, O., Missionary Intelligencer, monthly, Christian, 8,500
Annville, Pa., Sunday School Herald, m'ly, Undenominat'l, 8,500
Nashville, Tenn., Tennessee Methodist, w'ly, Meth.-Epis., 7,825
Atlanta, Ga., Christian Index, weekly, Baptist, 7,700
Atlanta, Ga., Wesleyan Christian Advocate, w'kly, Methodist-Episcopal, South, *F
Chicago, Ill., S. S. Lesson Illustrator, monthly, Undenom'l, F
Louisville, Ky., Christian Guide, w'kly, Disciples, F
Louisville, Ky., Christian Observer, w'kly, Presbyterian, F
Baltimore, Md., Katholische Volks-Zeitung, weekly, R. C., F
Boston, Mass., Banner of Light, weekly, Spiritualist, F
Boston, Mass., Free Baptist, *F
Boston, Mass., Watchman, weekly, Baptist, F
Boston, Mass., Zion's Herald, weekly, Methodist-Episcopal, F
Boston, Mass., Contributor, m'y, Und'l, F
Boston, Mass., Life and Light for Woman, monthly, Cong'l, F

Minneapolis, Minn., Lutheraneren, w'y, Lutheran, F
St. Louis, Mo., Church Progress and Catholic World, w'ly, Roman Catholic, F
New York, N. Y., Christian Intelligencer, w'ly, Reformed Church, F
New York, N. Y., Evangelist, weekly, Presbyterian, F
New York, N. Y., Freeman's Journal and Catholic Register, weekly, R. C., F
New York, N. Y., Homiletic Review, monthly, Und'l, F
Cincinnati, O., Journal and Messenger, weekly, Baptist, F
Cincinnati, O., Light of Truth, weekly, Spiritualist, F
Cincinnati, O., Poor Souls' Advocate, m'y, Roman Catholic, F
Cincinnati, O., Wahrheitsfreund, w'ly, Roman Catholic, F
Cleveland, O., Evangelische Magazin, monthly, Undenom'l, F
Fredericksburg, Pa., Preacher's Helper, m'y, Und'l, •F
New York, N. Y., Silver Cross, m'thly, King's Daughters, F
Philadelphia, Pa., Church Standard, w'y, Prot.-Episc., F
Philadelphia, Pa., Church at Home and Abroad, m'thly, Presbyterian, F
Pittsburg, Pa., United Presbyterian, w'y, United Presbyterian, F
Nashville, Tenn., Cumberland Presbyterian, w'kly, Cumberland Presbyt'n, F
Philadelphia, Pa., Christian Standard, weekly, Und'l, 7,500
Philadelphia, Pa., Nord-Amerika, w'y, Roman Catholic, 7,500
Richmond, Va., Religious Herald, w'ly, Baptist, 7,500
Boston, Mass., Christian Leader, w'kly, Universalist, 7,400
Philadelphia, Pa., Young Folks' Catholic Weekly, R. C., 7,354
St. Louis, Mo., Mid-Continent, weekly, Presbyterian, 7,278
Pittsburg, Pa., Bible Teacher, monthly, United Presbyterian, 6,950
Greensboro, N. C., No. Carolina Christian Advocate, w'y, Meth.-Epis., South, 6,900
Dubuque, Ia., Katholischer Westen, w'ly, Roman Catholic, 6,833
Raleigh, N. C., Biblical Recorder, w'kly, Baptist, 6,500
Harrisburg, Pa., Evangelical, weekly, Undenominat'l, 6,500
Nashville, Tenn., Baptist and Reflector, weekly, Baptist, 6,309
New York, N. Y., Church Building Quarterly, Cong'l, 6,000
Salt Lake City, Utah, Contributor, m'ly, Latter Day Saints, 6,000
Cincinnati, O., Christian Leader, w'kly, Disciples, 5,800
New York, N. Y., Treasury, m'ly, Und'l, 5,779
Philadelphia, Pa., Am. Friend, weekly, Friends, 5,767
Milwaukee, Wis., Excelsior, w'ly, R. C., 5,592
Indianapolis, Ind., Inter Synod, m'thly, Presbyterian, 5,550
St Louis, Mo., Hlas, weekly, R. C., 5,550
Dallas, Tex., Christian Courier, weekly, Disciples, 5,505
Philadelphia, Pa., Am. Church Sunday School Magazine, m'y, Prot.-Epis., 5,434
Cleveland, O., Kirchenzeitung weekly, Reformed Church, 5,146
Louisville, Ky., Bishop's Letter, m'thly, Prot.-Episcopal, 5,000
Boston, Mass., Morning Star, weekly, 5,000
Winona, Miss., Baptist Layman, semi-monthly, Baptist, 5,000
New York, N. Y., Preachers' Magazine, monthly, Und'l, 5,000
Philadelphia, Pa., Christian Instructor and United Presbyterian Witness, weekly, United Presbyterian, 5,000
Philadelphia, Pa., Methodist, w'y, M.-E., 5,000
Richmond, Va., Southern Churchman, w'kly, Prot.-Epis., 5,000
Toronto, Ont., Canadian Baptist, w'kly, Baptist, 5,000

YOUNG MEN'S CHRISTIAN ASSOCIATION.

Chicago, Ill., Young Men's Era, weekly, E
Chicago, Ill., Illinois State Association Notes, quarterly, 6,000

YOUNG PEOPLE'S SOCIETY OF CHRISTIAN ENDEAVOR.

Boston, Mass., Golden Rule, weekly, 96,702
St. Louis, Mo., Inland Illustrated Christian Endeavor Monthly, 43,000
Cincinnati, O., Lookout, weekly, 27,733

JEWISH.

Cincinnati, O., American Israelite, w'y, 23,150
Cincinnati, O., Die Deborah, weekly, 8,650
Memphis, Tenn., Jewish Spectator, w'y, 8,535
New York, N. Y., Jewish Gazette, w'ly, F
New York, N. Y., Hebrew Standard, weekly, F

AGRICULTURE AND DAIRYING.

New York, N. Y., Metropolitan and Rural Home, m'thly, 500,500
Springfield, O., Farm and Fireside, semi-monthly, 281,900
Indianapolis, Ind., Agricult'l Epitomist, monthly, 125,000
Washington, D. C., Am. Farmer, m'ly, 100,200
Louisville, Ky., Home and Farm, semi-monthly, 82,519
Springfield, Mass., Farm and Home, semi-monthly, A
Springfield, O., Farm News, monthly, A
Milwaukee, Wis., Der Haus und Bauern Freund, weekly, •A
New York, N. Y., Am. Agriculturist, w'y, B
Chicago, Ill., Markets, weekly, 86,000
Chicago, Ill., American Farmer, Live Stock and Poultry Raiser, semi-monthly, 29,500
Racine, Wis., Wisconsin Agriculturist, semi-monthly, 26,970
St. Louis, Mo., Woman's Farm Journal, monthly, 23,250
Chicago, Ill., Farm, Field and Fireside, weekly, C
Chicago, Ill., Orange Judd Farmer, w'y, C
Chicago, Ill., American Swineherd, m'y, C
Manchester, N. H., Mirror and Farmer, weekly, •C
Cleveland, O., Ohio Practical Farmer, weekly, C
Pittsburg, Pa., National Stockman and Farmer, weekly, C
Milwaukee, Wis., Deutsche Warte, w'y, •C
Toronto, Ont., Farm and Fireside, w'ly, 17,540
Athens, Ga., Southern Farmer, m'thly, D
Atlanta, Ga., Southern Farm, semi-m'y, D
Chicago, Ill., Farmers' Review, weekly, D
Chicago, Ill., Farmers' Voice, weekly, D
Huntington, Ind., Farmers' Guide and Home Companion, semi-monthly, D
Indianapolis, Ind., Am. Tribune, w'kly, D
Indianapolis, Ind., Indiana Farmer, weekly, D
Des Moines, Ia., Homestead, weekly, D
Topeka, Kan., Advocate, weekly, D
Springfield, Mass., New England Homestead, weekly, D
Kansas City, Mo., Journal and Agriculturist, weekly, D
St. Louis, Mo., Journal of Agriculture, weekly, D
New York, N. Y., Rural New Yorker, weekly, D
Cincinnati, O., American Grange Bulletin, weekly, D
Dayton, O., Farmers' Home, weekly, D
Philadelphia, Pa., Practical Farmer, weekly, D
Dallas, Tex., Texas Farm and Ranch, weekly, D
Fort Atkinson, Wis., Hoard's Dairyman, weekly, •D
Mason City, Ia., Farmers' Institute, m'y, 17,500
Topeka, Kan., Kansas Capital, s'-w'ly, 15,203
Atlanta, Ga., Southern Cultivator and Dixie Farmer, monthly, E
Chicago, Ill., Prairie Farmer, weekly, E

Chicago, Ill., Western Agriculturist and Live Stock Journal, semi-monthly, E
Moline, Ill., Western Plowman, s'-m'ly, E
Quincy, Ill., Farmers' Call, weekly, E
Boston, Mass., Am. Cultivator, weekly, E
Detroit, Mich., Michigan Farmer, w'ly, E
St. Louis, Mo., Colman's Rural World, weekly, E
St. Louis, Mo., Home, Farm and Factory and Live Stock Journal, monthly, E
Omaha, Neb., Cultivator, semi-m'thly, E
Albany, N. Y., Cultivator and Country Gentleman, weekly, E
Dallas, Tex., Texas Farmer, weekly, E
Milwaukee, Wis., Acker und Gartenbau Zeitung, weekly, E
London, Ont., Farmers' Advocate and Home Magazine, semi-monthly, E
Minneapolis, Minn., Northwestern Agriculturist, semi-monthly, 9,000
St. Paul, Minn., Northwestern Farmer, semi-monthly, 8,000
Denver, Col., Field and Farm, weekly, F
Des Moines, Ia., Live Stock and Western Farm Journal, semi-monthly, F
Augusta, Me., Maine Farmer, weekly, F
Kansas City, Mo., Missouri and Kansas Farmer, monthly, F
Kansas City, Mo., National Thresherman and Farmer, monthly, F
Albany, N. Y., Farmers' Union League Advocate, weekly, F
Port Jervis, N. Y., New York Farmer, weekly, F
Aberdeen, S. D., Dakota Farmer, s'-m'y, F
Montreal, Que., Le Cultivateur, weekly, F
Des Moines, Ia., Wallace's Farmer and Dairyman, weekly, 7,500
Minneapolis, Minn., Skoerdemannen, semi-monthly, 7,500
Rockford, Ill., Farmers' Monthly, 7,433
San Francisco, Cal., Pacific Rural Press, weekly, 7,336
Fargo, N. D., Landmanden, monthly, 6,000
Waterville, Me., Turf, Farm and Home, weekly, 5,400
Cedar Rapids, Ia., Farmeren, monthly, 5,000

LIVE STOCK.

Chicago, Ill., Markets, weekly, 36,000
Chicago, Ill., American Farmer, Live Stock and Poultry Raiser, semi-monthly, 29,500
Boston, Mass., Farm Poultry, semi-m'y, 24,746
Chicago, Ill., Drovers' Journal, daily, C
Chicago, Ill., Am. Swineherd, monthly, C
Pittsburg, Pa., National Stockman and Farmer, weekly, C
Kansas City, Mo., Packer, weekly, 19,452
Huntington, Ind., Farmers' Guide and Home Companion, semi-m'thly, D
Boston, Mass., Am. Horse Breeder, w'ly, 16,000
Kansas City, Mo., Drovers' Telegram, daily, 13,513
Chicago, Ill., Breeders' Gazette, weekly, E
Chicago, Ill., Western Agriculturist and Live Stock Journal, semi-monthly, E
Indianapolis, Ind., Western Horseman, weekly, E
St, Louis, Mo., Colman's Rural World, weekly, E
St. Louis, Mo., Home, Farm and Factory and Live Stock Journal, monthly, E
Quincy, Ill., Reliable Poultry Journal, monthly, 12,300
Medina, O., Gleanings in Bee Culture, semi-monthly, 11,341
Syracuse, N. Y., American Poultry Advocate, monthly, 10,000
Chatham, N. Y., Fanciers' Review, m'y, 8,025
Chicago, Ill., Drovers' Journal, s'-w'ly, F
Chicago, Ill., Drovers' Journal, weekly, F
Chicago, Ill., Horseman, weekly, F
Chicago, Ill., American Sheep-Breeder and Wool Grower, m'y, F
Des Moines, Ia., Live Stock and Western Farm Journal, semi-monthly, F
New York, N. Y., Spirit of the Times and Sportsman, w'kly, F
New York, N. Y., Turf, Field and Farm, weekly, F
Cincinnati, O., Live Stock Review, semi-weekly, 6,307
Des Moines, Ia., Western Garden and Poultry Journal, monthly, 5,875
Waterville, Me., Turf, Farm and Home, weekly, 5,400
Geneseo, Ill., Western Swineherd, m'y, 5,000

HORTICULTURE AND FLORICULTURE.

Libonia, Pa., Park's Floral Magazine, monthly, 196,633
Floral Park, N. Y., Mayflower, monthly, A
West Grove, Pa., Success with Flowers, monthly, 75,000
Rochester, N. Y., Green's Fruit Grower, monthly, 51,000
Rochester, N. Y., Vick's Illustrated Magazine, monthly, B
New York, N. Y., Am. Gardening, w'ly, D
Salisbury, Md., Strawberry Culturist, quarterly, 10,000
Springfield, Mass., Amateur Gardening, monthly, F
San Francisco, Cal., Pacific Rural Press, weekly, 7,336
Chicago, Ill., American Florist, weekly, 6,375
Des Moines, Ia., Western Garden and Poultry Journal, monthly, 5,875
New York, N. Y., Florists' Exchange, weekly, 5,000

MEDICINE AND SURGERY.

St. Louis, Mo., Medical Brief, monthly, 32,315
New York, N. Y., International Journal of Surgery, m'ly, C
Philadelphia, Pa., Medical World, m'y, C
New York, N. Y., Therapeutic Review, quarterly, D
Chicago, Ill., Alkaloidal Clinic, m'thly, 14,492
New York, N. Y., Am. Medico-Surgical Bulletim, s'-m'hly, E
Detroit, Mich., Harper's Hospital Bulletin, bi-monthly, 12,000
New York, N. Y., Medical Journal, w'y, 10,250
Philadelphia, Pa., Universal Medical Journal, monthly, 10,065
St. Louis, Mo., Atlas of Dermatology, quarterly, 10,000
Philadelphia, Pa., Medical Summary, monthly, 10,000
Detroit, Mich., Leonard's Illustrated Medical Journal, q'ly, 10,000
New York, N. Y., Lancet and Archives of Gynaecology, monthly, 8,614
New York, N. Y., Medical Record, w'ly, F
Terre Haute, Ind., Journal of Materia Medica, m'thly, F
St. Louis, Mo., Medical Review, weekly, 7,500
Boston, Mass., Massachusetts Medical Journal, monthly, 6,821
Chicago, Ill., Elektro-Homœopatische Zeitschrift, bi-m'thly, 6,500
Louisville, Ky., Medical Progress, m'y, 6,020
Philadelphia, Pa., Medical Bulletin, monthly, 6,000
New Albany, Ind., Medical Herald, m'y, 5,840
Chicago, Ill., Journal of the Am. Medical Association, w'kly, 5,600
Richmond, Ind., People's Medical Review, bi-monthly, 5,000

DENTISTRY.

Philadelphia, Pa., Items of Interest, monthly, 9,020

SANITATION AND HYGIENE.

Athol, Mass., Healthly Home, monthly, 13,489
New York, N. Y., Health Culture, quarterly, 10,000
New York, N. Y., Sanitary Era, m'ly, F

EDUCATION.

Milwaukee, Wis., Am. School Board Journal, monthly, 44,000
Dansville, N.Y., Normal Instructor, m'y, 42,000
Boston, Mass., Popular Educator, m'ly, B
New York, N. Y., Teachers' World, m'y, B
Meadville, Pa., Chautauquan, monthly, B
New York, N. Y., Teachers' Institute and Educational Magazine, m'thly, 38,304
Boston, Mass., Primary Education, m'y, C
Boston, Mass., American Teacher, m'ly, D
Buffalo, N. Y., Educator, monthly, D
New York, N. Y., Popular Science News, monthly, 13,750
Taylorville, Ill., School News and Practical Educator, m'y, 13,218
Cedar Rapids, Ia., Western Penman, monthly, 13,000
New York, N. Y., School Journal, w'ly, E
Rochester, N. Y., Educational Gazette, monthly, E
Oak Park, Ill., Intelligence, semi-m'ly, 11,500
Boston, Mass., School Physiology Journal, monthly, 11,333
Bloomington, Ill., Public School Journal, monthly, 10,000
Lebanon, O., Teachers' Outlook, m'ly, 10,000
Topeka, Kan., Western School Journal, monthly, 8,020
Syracuse, N. Y., School Bulletin and N. Y. State Educational Journal, monthly, 8,000
Washington, D. C., American University Courier, quarterly, F
Milwaukee, Wis., Western Teacher, monthly, 7,807
Charles City, Ia., Iowa Teacher, m'thly, F
Detroit, Mich., Book-Keeper, monthly, F
St. Louis, Mo., American Journal of Education, monthly, F
St. Louis, Mo., Self-Culture, monthly, F
New York, N. Y., Penman's Art Journal, monthly, F
Portland, Ore., Business College Journal, quarterly, 7,500
New York, N. Y., University Magazine, monthly, 7,500
Lancaster, Pa., Pennsylvania School Journal, monthly, 6,500
Lexington, Ky., Southern School, w'ly, 6,000
Minneapolis, Minn., School Education, monthly, 6,000
Waco, Tex., Guardian, monthly, 6,000
Lansing, Mich., Michigan School Moderator, semi-monthly, 5,600
Farmington, N. Y., Ink Drops, m'thly, 5,500
Boston, Mass., Boston Academy, quar'y, 5,002
St. Louis, Mo., School and Home, s'-m'y, 5,000
Granville, O., Denison Quarterly, 5,000

EDUCATIONAL INSTITUTIONS.

New York, N. Y., University Magazine, monthly, 7,500
Windsor, N. S., King's College Record, monthly, D

CHILDREN AND YOUNG PEOPLE.

Boston, Mass., Youth's Companion, w'y, A
Philadelphia, Pa., Our Young People, monthly, B
New York, N. Y., St. Nicholas, monthly, *B
Philadelphia, Pa., Golden Days, w'kly, B
Greenville, Pa., Young Lutheran, m'y, 31,554
Philadelphia, Pa., Guardian Angel, w'y, 25,000
New York, N. Y., Harper's Round Table, weekly, C
Oak Park, Ill., Star, monthly, 20,000
Dayton, O., Young Catholic Messenger, semi-monthly, 17,895
St. Louis, Mo., Our Young Folks, w'kly, D
New York, N. Y., Boys of New York, w'y, D
Chicago, Ill., Child-Garden, monthly, 15,000
Boston, Mass., Our Little Ones and the Nursery, monthly, E
New York, N. Y., Argosy, monthly, E
Salt Lake City, Utah, Juvenile Instructor, semi-m'hly, 8,000
Chicago, Ill., Historia, monthly, F
Chicago, Ill., Our Youth's Friend, m'ly, F
Boston, Mass., Babyland, monthly, F
Boston, Mass., Pansy, monthly, F
New York, N. Y., Sunbeams' Young Folks, monthly, F
Philadelphia, Pa., Young Folks' Catholic Weekly, 7,354

SCIENCE.

St. Louis, Mo., Word and Works, m'ly, 40,149
New York, N. Y., Scientific American, weekly, C
New York, N. Y., Popular Science News, monthly, 13,750
New York, N. Y., Appleton's Popular Science Monthly, F

LAW.

St. Paul, Minn., National Reporter System, weekly, 28,911
Boston, Mass., Banker and Tradesman, weekly, 15,219
New York, N. Y., Am. Lawyer, m'thly, 10,500
New York, N. Y., Mercantile Adjuster, monthly, 7,875
New York, N. Y., Lawyer and Credit Man, monthly, 7,333

INSURANCE.

New York, N. Y., Insurance Economist, monthly, 6,000

REAL ESTATE AND IMMIGRATION.

New York, N. Y., Der Auswanderer und Deutsche in Amerika, monthly, D
Los Angeles, Cal., Land of Sunshine, monthly, 7,468

BUILDING LOAN ASSOCIATIONS.

Cincinnati, O., Financial Review and Am. Building Ass'n News, monthly, F

HISTORY AND BIOGRAPHY.

Buffalo, N. Y., Current History, q't'ly, 11,625
Chicago, Ill., Historia, monthly, F
Concord, N. H., Granite Monthly, 5,146

NUMISMATICS, PHILATELY AND ANTIQUES.

Saint Louis, Mo., Mekeel's Stamp News, weekly, 11,500

SPORTING, ATHLETICS, CYCLING AND ROAD-MAKING.

New York, N. Y., National Police Gazette, weekly, A
St. Louis, Mo., Sporting News, weekly, 53,000
Chicago, Ill., Sportsmen's Review and New York, N. Y., Rider and Driver, w'y, 20,000
Bicycle News, m'thly, D
Boston, Mass., Illust'd Police News, w'y, D
New York, N. Y., Outing, monthly, D
Chicago, Ill., Sports Afield, monthly, 17,250
Boston, Mass., Am. Horse Breeder, w'ly, 16,000
Boston, Mass., Bicycling World, weekly, 13,250
Chicago, Ill., Horse Review, weekly, E
Indianapolis, Ind., Western Horseman, weekly, E
New York, N. Y., Gameland, monthly, E
Boston, Mass., L. A. W. Bulletin and Good Roads, weekly, E
Denver, Col., Cycling West, weekly, 10,000
Chicago, Ill., Bearings, weekly, 10,000
Chicago, Ill., Horseman, weekly, F
Chicago, Ill., World, weekly, F
New York, N. Y., Clipper, weekly, F
New York, N. Y., Illustrated News, w'y, F
New York, N. Y., Spirit of the Times and Sportsman, weekly, F
New York, N. Y., Turf, Field and Farm, w'y, F
Philadelphia, Pa., Sporting Life, weekly, F
Waterville, Me., Turf, Farm and Home, weekly, 5,400
Buffalo, N. Y., Two Steps, monthly, 5,000

MUSIC AND DRAMA.

Kansas City, Kan., Ball Room, s'-m'ly, 20,500
New York, N. Y., Woodward's Musical Monthly, E
New York, N. Y., Dramatic Mirror, w'ly, E
Boston, Mass., Galaxy of Music, m'thly, E
Philadelphia, Pa., Etude, monthly, 17,500
Dayton, O., Choir Leader, monthly, 11,854
New York, N. Y., Dramatic News, w'ly, F

New York, N. Y., Musical Echo, monthly, F
Lafayette, Ind., Echo, monthly, F
St. Louis, Mo., Kunkel's Musical Review, monthly, F
New York, N. Y., Clipper, weekly, F
Cincinnati, O., Musical Messenger, m'y, 7,000
Dalton, Ga., Music Teacher, monthly, 5,000

FASHIONS.

New York, N. Y., Delineator, monthly, A
New York, N. Y., Toilettes, monthly 45,000
New York, N. Y., Harper's Bazar, w'ly, B
New York, N. Y., Demorest's Family Magazine, m'ly, B
New York, N. Y., Ladies' Standard Magazine, monthly, B
New York, N. Y., Modes and Fabrics, monthly, B
New York, N. Y., Queen of Fashion, m'y, B
New York, N. Y., Le Bon Ton and Le Moniteur De La Mode, monthly, C
New York, N. Y., Fashion and Fancy, m'y, E
New York, N. Y., Art de la Mode, m'y, E
Poughkeepsie, N. Y., Imperial Magazine, monthly, E
Toronto, Ont., Ladies' Journal, m'thly, E
New York, N. Y., Jenness Miller M'thly, F
New York, N. Y., La Mode de Paris, m'y, F
New York, N. Y., Season, monthly, F

HOUSEHOLD.

Philadelphia, Pa., Ladies' Home Journal, monthly, 686,583
New York, N. Y., Ladies' World, m'y, 389,333
Springfield, O., Ladies' Home Companion, monthly, 179,966
Louisville, Ky., Home and Farm, s'-m'y, 82,519
Chicago, Ill., Household Guest, m'ly, A
Boston, Mass., Household, monthly, A
Philadelphia, Pa., House and Home, monthly, 45,000
Boston, Mass., Home, monthly. B
Minneapolis, Minn., Housekeeper, s'-m'y, B
Springfield, O., Womankind, monthly, B
Bloomington, Ill., Home Circle, m'ly 25,000
St. Louis, Mo., Woman's Farm Journal, monthly, 23,250
Springfield, Mass., Good Housekeeping, monthly, C
Caro, Mich., Home Life, monthly, C
New York, N. Y., Housewife, monthly, C
Providence, R. I., Home Guard, m'ly C
Cedar Rapids, Ia., Kvinden Og Hjemmet, monthly, 18,791
Athens, Ga., Woman's Work, monthly, D
St. Louis, Mo., Home Circle, monthly, D
Rochester, N. Y., Fireside Reveries, monthly, 12,561
Cleveland, O., Household Realm, m'y, E
Boston, Mass., Household Companion, monthly, E
Philadelphia, Pa., Household News, monthly, 10,000
Los Angeles, Cal., Household, monthly, F
Boston, Mass., Am. Kitchen Magazine, monthly, F
Springfield, Mass., Domestic Journal, monthly, 5,083
NewY ork, N. Y., Jenness Miller M'thly, F

MATRIMONIAL.

Chicago, Ill., Climax, monthly, 25,155
Toledo, O., Gunnel's Monthly, 7,500

ARMY AND NAVY.

Nashville, Tenn., Confederate Veterans, monthly, 10,250

GRAND ARMY OF THE REPUBLIC.

Washington, D. C., Nat'l Tribune, w'y, 100,465
Des Moines, Ia., Grand Army Advocate and Woman's Relief Corps Magazine, bi-weekly, 7,216
New York, N. Y., Grand Army Gazette and Nat'l Guardsman, monthly, 5,000

WOMAN'S RELIEF CORPS.

Des Moines, Ia., Grand Army Advocate and Woman's Relief Corps Magazine, bi-weekly, 7,216

ANCIENT ORDER OF UNITED WORKMEN.

Minneapolis, Kan., Kan. Workman, m'y, 31,150
Orillia, Ont., Canadian Workman, m'y, 30,400
Grand Island, Neb., Golden Rod Workman, monthly, 20,041
San Francisco, Cal., Pacific States Watchman, monthly. D
Paris, Ill., Anchor and Shield, monthly, D
Cedar Falls, Ia., Loyal Workman, m'ly, 11,000
St. Paul, Minn., A. O. U. W. Guide, m'y, 9,927
Denver, Col., A. O. U. W. Record, m'ly, 7,500
Milwaukee, Wis., A. O. U. W. Advocate, monthly, 7,200
Detroit, Mich., Michigan A. O. U. W. Herald, monthly, 5,375
Piqua, O., Buckeye Workman, m'thly, 5,140

KNIGHTS OF LABOR.

Philadelphia, Pa., Journal of the Knights of Labor, weekly, E

LABOR.

Chicago, Ill., Eight-Hour Herald, w'ly, 17,870
Indianapolis, Ind., Typographical Journal, semi-m'thly, 9,500
Lyons, Kan., Weavers' Herald, m'thly, F
Chicago, Ill., Rights of Labor, weekly, F

ANCIENT ORDER OF FORESTERS.

Brantford, Ont., Ancient Forester, m'y, F

KNIGHTS OF HONOR.

Boston, Mass., Knights of Honor Reporter, monthly, C

FREEMASONRY.

Louisville, Ky., Masonic Home Journal, semi-monthly, 17,719
Detroit, Mich., American Tyler, w'kly, 7,000

KNIGHTS OF PYTHIAS.

Minneapolis, Kan., Sprig of Myrtle, m'y, 7,200
Fort Madison, Ia., Knight's Sword and Helmet, monthly, 6,000

ODD-FELLOWSHIP.

St. Paul, Minn., Northwestern Odd-Fellow Review, m'thly, 15,500
Springfield, Ill., Odd-Fellows' Herald, semi-monthly, 7,687
Buffalo, N.Y., National Odd-Fellow, w'y, 6,635
Topeka, Kan., Western Odd-Fellow, semi-monthly, 6,200

PATRONS OF INDUSTRY.

Toronto, Ont., Canada Farmers' Sun, w'y, D

ANARCHISM, COMMUNISM AND SOCIALISM.

Chicago, Ill., Die Fackel, Sundays, F
St. Louis, Mo., Altruist, monthly, F

ORDER OF THE ROYAL ARCANUM.

Winchester, Mass., Royal Arcanum Guide, m'thly, 7,543

RAILWAY EMPLOYEES.

Peoria, Ill., Locomotive Firemen's Magazine, monthly, C
Galesburg, Ill., Railroad Trainmen's Journal, monthly, D
Cleveland, O., Brotherhood of Locomotive Engineers' Journal, monthly, D
Cedar Rapids, Ia., Railway Conductor, monthly, E
Peoria, Ill., Railroad Telegrapher, w'y, F
Newark, N. J., Railroad Employee, m'y, 5,000

MISCELLANEOUS SOCIETIES.

Springfield, Ill., Modern Woodman, m'y, Woodmen of America, H
Omaha, Neb., Sovereign Visitor, m'ly, 38,000
New York, N. Y., St. Andrew's Cross, m'ly, Brotherhood of St. Andrew, 21,333
Chicago, Ill., Independent Forester, m'ly, Ind. Order of Foresters, 17,965
San Francisco, Cal., Golden State, m'y, 17,500

New York, N. Y., Our Animal Friends, m'ly, American Society for the Prevention of Cruelty to Animals, D
Philadelphia, Pa., Carpenter, monthly, United Br'therhood of Carpenters and Joiners of America, E
Flint, Mich., United Friends' Echo, m'y, Fraternal, 9,000
Philadelphia, Pa., Recorder, m'ly, Fraternal Mystic Circle, 8,166
New York, N. Y., American Economist, w'y, Am. Protective Tariff League, 8,000
Topeka, Kan., Helping Hand, m'ly, National Alliance Aid, 8,000
New York, N. Y., Advocate and Family Guardian, s'mthly, American Female Guardian Society, 7,600
Waterloo, Ia., Iowa Workman, m'thly, Fraternal, F
Boston, Mass., American Legion of Honor Journal, m'ly, Am. Legion of Honor, F
New York, N. Y., Silver Cross, m'thly, King's Daughters, F
Philadelphia, Pa., Sexennial Lever, m'y, Sexennial League, F
Chicago, Ill., Journal of the American Health Society, q'ly, 6,000
Wabash, Ind., Indiana Maccabee, m'ly, Knits of Maccabees, 6,000
Toronto, Ont., Select Knights of Canada Journal and Advocate, monthly, Select Knights of Canada, 6,000
Chicago, Ill., Journal of the American Medical Assoc'n, w'ly, 5,600
Detroit, Mich., Fraternal Index, m'thly, Secret Societies, 5,200
Holton, Kan., Fraternal Aid, monthly, Fraternal Aid Ass'n, 5,000

TEMPERANCE AND PROHIBITION.

New York, N. Y., Constitution, m'ly, 63,000
Springfield, O., Equity, monthly, 41,017
Springfield, O., New Era, weekly, 23,693
Chicago, Ill., Union Signal, weekly, C
Buffalo, N. Y., Royal Templar, m'ly, 14,000
Milton, Pa., People, weekly, 9,044
Nashville, Tenn., Pilot, weekly, 5,865
Indianapolis, Ind., Patriot Phalanx, weekly, 5,154
New York, N. Y., Editor, monthly, 5,000
Hamilton, Ont., International Royal Templar, m'thly, D

AFRO-AMERICAN.

Washington, D. C., Colored American, weekly, 7,800
Chicago, Ill., Appeal, weekly, F
Richmond, Va., Planet, weekly, 6,400

WOMAN SUFFRAGE.

Boston, Mass., Woman's Column, w'ly, E

COMMERCE AND FINANCE.

Boston, Mass., Banker and Tradesman, weekly, 15,219
Philadelphia, Pa., Traffic, monthly, 15,000
New York, N. Y., Am. Banker, weekly, 9,300
St. Louis, Mo., Western Review and Export Journal, weekly, F
New York, N. Y., Journal of Commerce and Commercial Bulletin, daily, F
New York, N. Y., Dun's Review, w'kly, F
New York, N. Y., Lawyer and Credit Man, monthly, 7,333
New York, N. Y., American Bank Reporter, quarterly, 6,605
Chicago, Ill., Financial Review, m'thly, 5,500
New York, N. Y., El Comercio, m'thly, 5,083
Boston, Mass., United States Investor, weekly, 5,000

ADVERTISING.

New York, N. Y., Printers' Ink, weekly, 21,913
Boston, Mass., Profitable Advertising, monthly, 5,943

AGENTS.

New York, N. Y., Agents' Guide, m'ly, C
West Atlanta, Ga., Southern Agent, m'y, F

ARCHITECTURE, CONTRACTING AND BUILDING.

New York, N. Y., Carpentry and Building, monthly, E
New York, N. Y., Scientific American, Architects' and Builders' Edition, monthly, F
New York, N. Y., Church Building Quarterly, 6,000

ART, DECORATING AND FURNISHING.

New York, N. Y., Art Amateur, m'thly, D
New York, N. Y., Art Interchange, m'y, D
New York, N. Y., Magazine of Art, m'y, F
New York, N. Y., Decorator and Furnisher, monthly, 6,000

BOOKS, NEWSPAPERS AND PERIODICALS.

New York, N. Y., Printers' Ink, weekly, 21,913
New York, N. Y., Bookseller, Newsdealer and Stationer, semi-monthly, 8,000

BREWING, BOTTLING, LIQUORS AND WINE.

Chicago, Ill., Brewer and Maltster, m'y, 5,505

CARRIAGES.

New York, N. Y., Blacksmith and Wheelwright, m'y, 5,000

COAL AND GAS.

Scranton, Pa., Colliery Engineer, m'y, 5,567

CULINARY AND CATERING.

Boston, Mass., American Kitchen Magazine, monthly, F
New York, N. Y., Hotel and Restaurant, monthly, 5,500

DRUGS, CHEMICALS, PHARMACY, PAINTS, PERFUMERY AND SOAP.

New York, N. Y., American Druggist and Pharmaceutical Record, s'-m'y, 13,000
St Louis, Mo., National Druggist, m'ly, 5,666

DRY GOODS, FANCY GOODS AND NOTIONS, GLOVES AND SILKS.

New York, N. Y., Modes and Fabrics, monthly, B
Boston, Mass., Am. Wool and Cotton Reporter and Financial Gazette, weekly. 6,000

EXPORTING.

St. Louis, Mo., Western Review and Export Journal, w'kly, F
New York, N. Y., El Comercio, m'thly, 5,083

FURNITURE, CARPETS, UPHOLSTERY AND CABINET MAKING.

New York, N. Y., Decorator and Furnisher, monthly, 6,000
Chicago, Ill., American Furniture Gazette, monthly, 5,000

GROCERIES, CONFECTIONERY, PASTRY, PROVISIONS AND SEA FOOD.

Chicago, Ill., Markets, weekly, 36,000
St. Louis, Mo., Butchers' and Packers' Magazine, monthly, C
Kansas City, Mo., Packer, weekly, 19,452
Chicago, Ill., Grocers' Criterion, w'kly, 9,793
New York, N. Y., Confectioners' Gazette, monthly, 7,500
New York, N. Y., Butchers' Advocate and Market Journal, weekly, 6,000

HARDWARE, CROCKERY, GLASSWARE AND HOUSE-FURNISHING.

Chicago, Ill., Farm Implement News, weekly, 10,000
New York, N. Y., Hardware Dealers' Magazine, m'thly, 7,588
New York, N. Y., Iron Age, weekly, F
New York, N. Y., Metal Worker, w'kly, F
Chicago, Ill., Am. Artisan, Tinner and House Furnisher, w'y, 7,249
Minneapolis, Minn., Farm Implements, monthly, 6,560
New York, N. Y., Decorator and Furnisher, monthly, 6,000
Chicago, Ill., Glass and Pottery World, monthly, 5,096

HOTELS.

New York, N. Y., Hotel and Restaurant, monthly, 5,500

INVENTIONS AND PATENTS.

New York, N. Y., Scientific American, weekly, C

JEWELRY, WATCHMAKING AND OPTICS.

Philadelphia, Pa., Keystone, monthly, 12,500
New York, N. Y., Jewelers' Review, weekly, 7,500

LEATHER, BOOTS AND SHOES, HARNESS, TANNING AND TRUNKS.

New York, N. Y., Shoe and Leather Reporter, weekly, 5,000

MARITIME.

Cleveland, O., Marine Record, weekly, 6,500

MERCANTILE AND MANUFACTURING.

Philadelphia, Pa., Traffic, monthly, 15,000
New York, N. Y., Business, monthly, 8,875
Detroit, Mich., Book-Keeper, monthly, F

ELECTRICITY.

Detroit, Mich., Electrical Student, w'ly, F
New York, N. Y., Electrical World, w'y, F

ENGINEERING AND MINING.

New York, N. Y., Locomotive Engineering, m'thly, 25,000
New York, N. Y., Engineering Magazine, monthly, F
Scranton, Pa., Colliery Engineer, m'ly, 5,567

METALS, MECHANICS, IMPLEMENTS AND MACHINERY.

New York, N. Y., Scientific American, weekly, C
New York, N. Y., Machinery, monthly, 14,958
Mishawaka, Ind., Power of Transmission, monthly, E
New York, N. Y., Am. Machinist, w'ly, E
Chicago, Ill., Farm Implement News, weekly, 10,000
St. Louis, Mo., Farm Machinery, w'kly, F
New York, N. Y., Iron Age, weekly, F
New York, N. Y., Metal Worker, w'ly, F
Chicago, Ill., Journal of Commerce, weekly, 7,500
Minneapolis, Minn., Farm Implements, monthly, 6,560
Indianapolis, Ind., Wood-Worker, m'y, 5,000
New York, N. Y., Blacksmith and Wheelwright, m'y, 5,000

MILLING.

Nashville, Tenn., Dixie Miller, m'thly, 7,613

PAPER, STATIONERY, PRINTING, BOOK BINDING, ENGRAVING AND ELECTROTYPING.

Chicago, Ill., Inland Printer, monthly, 10,500
Indianapolis, Ind., Typographical Journal, semi-m'thly, 9,500
New York, N. Y., Bookseller, Newsdealer and Stationer, s' m'y, 8,000

RAILROADS.

New York, N. Y., Locomotive Engineering, monthly, 25,000

TELETRAPHY.

Peoria, Ill., Railroad Telegrapher, w'y, F

TRANSPORTATION AND TRAVELING.

Saint Paul, Minn., Travelers' Magazine, quarterly, 20,000
New York, N. Y., Travelers' Ready Reference Guide, m'y, 10,500
Vancouver, B. C., British Columbia Guide, s'-m'ly, 5,427

MISCELLANEOUS INDUSTRIES.

Philadelphia, Pa., Carpenter, monthly, E
Indianapolis, Ind., Clay Worker, m'ly, 5,000
New York, N. Y., Florist's Exchange, w'ly, flower trade, 5,000

BOHEMIAN.

Chicago, Ill., Amerikan, weekly, 20,800
St. Louis, Mo., Hlas, weekly, 5,500

FRENCH.

Montreal, Que., La Presse, daily, 45,450
Montreal, Que., La Presse, weekly, 20,769
New York, N. Y., Courrier des Etats-Unis, weekly, F
Montreal, Que., Le Monde, daily, F
Montreal, Que., Le Foyer Canadien, w'y, F
Montreal, Que., Le Cultivateur, weekly, F
Quebec, Que., L'Evenement, daily, F
Montreal, Que., Le Samedi, weekly, 6,815

GERMAN.

Milwaukee, Wis., Der Haus und Bauern, Freund, weekly, *A
Milwaukee, Wis., Germania, weekly, *A
New York, N. Y., Revue, Sundays, 66,914
New York, N. Y., Herold, evening, 54,743
New York, N. Y., Zeitung, morning, 42,500
New York, N. Y., Morgen Journal, d'ly, B
New York, N. Y., Staats-Zeitung, m'ng, B
Philadelphia, Pa., Demokrat, daily, 36,000
Philadelphia, Pa., Die Neue Welt, Sundays, 34,000
St. Louis, Mo., Der Herold des Glaubens, weekly, 31,200
St. Louis, Mo., Die Abendschule, bi-w'y, 29,500
Philadelphia, Pa., Abend Gazette and Morgen Gazette, morning and evening, 27,300
Chicago, Ill., Die Rundschau, weekly, 25,055
Chicago, Ill., Der Westen, Sundays, C
Cincinnati, O., Abend Presse, evening, C
Milwaukee, Wis., Deutsche Warte, w'y, *C
Milwaukee, Wis., Erholungsstunden, *C
Chicago, Ill., Illinois Staats-Zeitung, morning, D
St. Louis, Mo., Amerika, weekly, D
New York, N. Y., Der Auswanderer (The Emigrant) und Deutsche in Amerika, m'y (English and German), D
New York, N. Y., Katholisches Volksblatt, weekly, D
Cleveland, O., Waechter und Anzeiger, daily, D
Columbus, O., Ohio Waisenfreund, w'y, D
Milwaukee, Wis., Herold, semi-weekly, D
St. Louis, Mo., Die Westliche Post, Sundays, 15,000
Chicago, Ill., Freie Presse, morn'g and ev'g, E
Chicago, Ill., Daheim, Sundays, E
Chicago, Ill., Illinois Staats Zeitung, w'y, E
Detroit, Mich., Mich. Volksblatt, s'-w'ly, *E
St. Louis, Mo., Deutscher Missions-Freund, monthly, E
New York, N. Y., Staats-Zeitung, w'kly, E
New York, N. Y., Amerikanische Schweizer Zeitung, weekly, E
New York, N. Y., Belletristisches Journal, weekly, E
Cincinnati, O., Der Christliche Apologete, weekly, E
Cincinnati, O., Westliche Blaetter, Sundays, E
Cleveland, O., Der Christliche Botschafter, weekly, E
Cleveland, O., Waechter und Anzeiger, Sundays, E
Philadelphia, Pa., Carpenter, monthly (English and German), E

Milwaukee, Wis., Acker und Gartenbau, Zeitung, w'y, E
St. Paul, Minn., Der Wanderer, weekly, 10,282
St. Louis, Mo., Die Westliche Post, w'y, 10,000
Cincinnati, O., Die Deborah, weekly, 8,650
Newark, N. J., Der Ersaehler, Sundays, 8,250
Chicago, Ill., Deutsche Industrie, m'y, 8,100
Chicago, Ill., Abend-Blatt, evening, F
Chicago, Ill., Der Daily Republikaner, F
Chicago, Ill., Die Fackel, Sundays, F
Chicago, Ill., Freie Presse, weekly, F
Chicago, Ill., Vereins-Zeitung, weekly, F
Baltimore, Md., Der Deutsche Correspondent, daily, F
Baltimore, Md., Katholische Volks-Zeitung, weekly, F
St. Paul, Minn., Volkszeitung, semi-w'y, F
Winona, Minn., Westlicher Herold, semi-weekly, F
Winona, Minn., Winona, Sundays, F
Brooklyn, N. Y., Freie-Presse, daily, F
New York, N. Y., Puck, weekly, F
New York, N. Y., Staats-Zeitung, ev'ng, F
Cincinnati, O., Sonntagsblatt, Sundays, F
Cincinnati, O., Wahrheits Freund, w'y, F
Cleveland, O., Evangelische Magazin, monthly, F
Milwaukee, Wis., Germania, daily, •F
St. Louis, Mo., Die Westliche Post, d'ly, 7,500
Philadelphia, Pa., Nord-Amerika, w'y, 7,500
Dubuque, Ia., Katholischer Westen, w'y, 6,833
Chicago, Ill., Electro-Homœopathische Zeitschrift, bi-m'thly, 6,500
Milwaukee, Wis., Abend Post, daily, 6,228
Buffalo, N. Y., Demokrat, daily, 6,000
Buffalo, N. Y., Demokrat, Sundays, 6,000
Milwaukee, Wis., Excelsior, weekly, 5,592
Chicago, Ill., Brewer and Maltster, m'y (English and German), 5,500
Newark, N. J., New Jersey Freie Zeitung, daily, 5,320
Pittsburg, Pa., Beobachter, daily, 5,300
Cleveland, O., Kirchenzeitung, weekly, 5,146
Philadelphia, Pa., Volksblatt, daily, 5,000

HEBREW.

New York, N. Y., Jewish Gazette, w'ly, F

HOLLANDISH.

Holland, Mich., De Grondwet, weekly, 5,600

ITALIAN.

Chicago, Ill., L'Italia, weekly, 20,000

NORWEGIAN.

Chicago, Ill., Amerika, weekly, 12,000
Minneapolis, Minn., Lutheraneren, w'y, F
Fargo, N. D., Landmanden, weekly, 6,000

NORWEGIAN-DANISH.

Decorah, Ia., Decorah-Posten og Ad Vernen, twice-a-week, 35,964
Minneapolis, Minn., Daglig Tidende, weekly, 20,000
Cedar Rapids, Ia., Kvinden og Hjmmet, monthly, 18,791
Chicago, Ill., Skandinaven, daily, F
Chicago, Ill., Skandinaven, weekly, F
Cedar Rapids, Ia., Farmeren, monthly, 5,000

POLISH.

Chicago, Ill., Wiara I Ojczyzna, w'kly, 9,944
Toledo, O., Amerika, weekly, 9,000
Pittsburg, Pa., Gazeta Pittsburgska, w'y, F
Chicago, Ill., Dziennik Chicagoski, d'ly, 6,072

SLAVONIC.

Pittsburg, Pa., Amerikanska Slovenske Noviny, tri-w'y, 11,500

SPANISH.

New York, N. Y., Revista Popular, m'y, 9,000
New York, N. Y., El Comercio, m'thly, 5,083

SWEDISH.

Minneapolis, Minn., Svenska Amerikanska Posten, weekly, C
Chicago, Ill., Humoristen, weekly, D
Chicago, Ill., Svenska Amerikanaren, w'y, D
Chicago, Ill., Svenska Tribunen, w'ly, F
Chicago, Ill., Missions-Wannen, w'ly, 16,569
Rock Island, Ill., Augustana, weekly, 13,513
Chicago, Ill., Bladet, weekly, 12,000
St. Paul, Minn., Minnesota Stats Tidning, weekly, 10,000
Chicago, Ill., Gamla och nya Hemlandet, weekly, F
Chicago, Ill., Svenska Kuriren, weekly, F
Minneapolis, Minn., Svenska Folkets Tidning, w'ly, F
Minneapolis, Minn., Skoerdemannen, s'-monthly, 7,500
Worcester, Mass., Skandinavia, w'ly, 6,843
Des Moines, Ia., Svithiod, weekly, 5,000
Jamestown, N. Y., Vart Land, weekly, 5,000
Duluth, Minn., Posten, weekly, 4,750

WELSH.

Utica, N. Y., Y Drych, weekly, 10,000

WHERE THEY ARE.

Social Philosopher—Fifty years ago our statesmen and orators loomed up among the first in the world. Where are they now?

Able Editor—In newspaper offices.—*N. Y. Weekly.*

TELL WHY.

Give your readers reasons. A simple statement of facts does not go very far in advertising. Tell them why it is so, and then prove it. Every man in town is selling "at the lowest price." Explain why your prices are low—and the trade comes.—*Push.*

"THE PROOF OF THE PUDDING."

I was somewhat surprised the other day to meet with a merchant who, in the course of a business conversation, had the hardihood to give me that moth-eaten chestnut about advertising being a delusion and a snare, and wound up with the time-honored assertion, "Advertising doesn't pay."

I had long believed this theory to be dead and buried in the minds of business men, so you may imagine my surprise when I heard it "resurrected," as it were. I asked him the reasons for his belief, and he told me that he had advertised for several years, but had lost money by it. I was interested, of course, and asked for further particulars.

He was in the custom tailoring business, and I found out that he had advertised by inserting his business card in the local papers, and letting it stay there for two or three months each year. Here were two mistakes at the outset. He never changed his ad, and he seemed forgetful of the fact that people need clothes all the year round, and not for two or three months only. When I told him about changing his ad, he said, doggedly: "Oh, where was the use? I never got any returns from the one I did use." He showed me the ad. It gave, in a two-inch space, his name, business and address, and it was inserted in a paper that carried four other tailors' announcements, all well written, well displayed and thoroughly up to date.

"Why didn't you make your ad like these, or better?" I asked. "Oh, I hadn't time," he answered; "besides, where's the use? These people are advertising right along, and I couldn't compete with them."

There you are! He had answered unconsciously his own protest against advertising—answered it, contradicted it completely! His advertising was a failure, because he admittedly gave no time or care to it, and he could not compete with others who used sense in their ads, and wise judgment in keeping them in the papers all the time. He could not, or would not, see that if he had adopted their plan he could have shared his rivals' success, perhaps exceeded it. There's the dog in the manger for you! He would not reap the benefit of proper advertising himself, but he grumbled at his competitors' success in doing so. JULIUS FITZGERALD.

THE HOME CIRCLE

A paper the father or the brother, the son or the husband may read incidentally in the street car or suburban train or in the office, is to advertisers of little consequence compared with a paper that is read by the mothers, sisters, wives and daughters in the home.

They are the purchasing committee of the household, and they look in their favorite journal for trade announcements that shall guide them in their buying.

To be their favorite journal, a newspaper must possess undoubted character, presenting in the crispest, brightest and most interesting form its news, its editorials and its miscellany, and it must exclude from its advertising columns everything of an objectionable character.

It is only a paper of this kind that can secure the confidence of the family circle. Such a paper is

THE CINCINNATI COMMERCIAL GAZETTE

Its daily and Sunday editions are read in the best family circles of Cincinnati and vicinity, and its weekly issues by the members of the most prosperous households in the Ohio Valley.

Moral: For family trade advertise in its columns.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

THE ONE PAPER

indispensable to advertisers in Southern Alabama, Mississippi and Western Florida is the

MOBILE REGISTER

It is one of the oldest and best known papers of the South, and has a standing and circulation in its field that no other paper even approaches.

Mobile ranks third in the United States as a cotton market and has a large domestic and foreign commerce.

Vessels of 25-foot draft lie at its wharves at low water and load direct from the five railroads which bring the coal and iron products of Alabama to this port.

These things keep Mobile's 35,000 people well employed and make advertising in the MOBILE REGISTER profitable.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

THE RICHMOND DISPATCH

is the leading paper of the Virginias and Carolinas as regards ability, influence and circulation, and *has many more readers than all other daily papers published in Richmond.*

No matter of an objectionable character is allowed in its editorial, reportorial or advertising columns, hence it possesses the absolute confidence of its readers.

That advertising in it pays is attested by its use year after year by the largest and shrewdest general advertisers of the United States even when they use no other paper in its section.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York. Masonic Temple, Chicago.

BY SECTIONS.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.



FAR WEST AND PACIFIC SLOPE.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any daily paper is accorded to the *Daily Examiner*, published at San Francisco, California, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any evening paper is accorded to the *Rocky Mountain News*, published at Denver, Col., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any semi-weekly paper is accorded to the *Standard*, published at Ogden, Utah, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, by far the largest circulation credited to any weekly paper is accorded to the *Examiner*, published at San Francisco, Cal. In fact, it has credit for fully three times the circulation accorded the next nearest competitor, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited any semi monthly paper is accorded to the *Juvenile Instructor*, published at Salt Lake City, Utah, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited any monthly paper is accorded to the *Pacific States Watchman*, published at San Francisco, Cal.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any Sunday paper is accorded to the *Examiner*, published at San Francisco, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any religious paper is accorded to the *Monitor*, a Roman Catholic weekly, published at San Francisco, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any Jewish publication is accorded to the *Jewish Times and Observer*, a weekly, published at San Francisco, Cal.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to agriculture and dairying is accorded to the *Field and Farm*, a weekly, published at Denver, Colo.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to live stock is accorded to the *California Cultivator and Poultry Keeper*, a monthly, published at Los Angeles, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to horticulture and floriculture is accorded to the *Pacific Rural Press*, a weekly, published at San Francisco, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to medicine and surgery is accorded to the *Medical Sentinel*, a monthly, published at Portland, Ore., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to children and young people is accorded to the *Juvenile Instructor*, a semi-monthly, published at Salt Lake City, Utah, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to sporting, athletics, cycling and road-making is accorded to the *Cycling West*, a monthly, published at Denver, Colo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any household publication is accorded to the *Household Monthly*, published at Los Angeles, Cal.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to Ancient Order of United Workmen is accorded to the *Pacific States Watchman*, a monthly, published at San Francisco, Cal.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to the Knights of Pythias is accorded to the *Pythian Herald*, a monthly, published at Seattle, Wash.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to Oddfellowship is accorded to the *Washington Odd Fellow*, a monthly, published at Seattle, Wash., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to temperance and prohibition is accorded to the *Prohibitionist*, a weekly, published at San Jose, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to commerce and finance is accorded to the *Gold Nugget*, a monthly, published at Denver, Col.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to lumber is accorded to the *Puget Sound Lumberman*, a monthly, published at Tacoma, Wash.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to engineering and mining is accorded to the *Mining and Scientific Press*, a weekly, published at San Francisco, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any publication devoted to transportation and traveling is accorded to the *Traveler*, a monthly, published at San Francisco, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any German publication is accorded to the *Post*, a weekly, published at Spokane, Wash., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any Norwegian-Danish publication is accorded to the *Normanden*, a weekly, published at Grand Forks, North Dakota, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Far West and the Pacific Slope, consisting of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah, the largest circulation credited to any Spanish publication is accorded to the *La Hermandad*, a monthly, published at Pueblo, Col., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.



SOUTHWESTERN STATES.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any daily paper is accorded to the *Item*, published at New Orleans, La., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any morning paper is accorded to the *Gazette*, published at Fort Worth, Texas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any semi-weekly paper is accorded to the *Post*, published at

Houston, Texas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any weekly paper is accorded to the *Texas Baptist Standard*, published at Waco, Texas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any monthly paper is accorded to *Morgan's Buzz Saw*, published at Hardy, Ark., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any Sunday paper is accorded to the *Item*, published at New Orleans, La., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any religious paper is accorded to the *Texas Baptist Standard*, a Baptist weekly published at Waco, Tex., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to agriculture and dairying is accorded to the *Texas Farm and Ranch*, a weekly, published at Dallas, Tex.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to live stock is accorded to the *Texas Stockman and Farmer*, a weekly, published at San Antonio, Tex.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to horticulture and floriculture is accorded to the *Southern Garden*, a monthly, published at New Orleans, La., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to medicine and surgery is accorded to the *Texas Medical Journal*, a monthly, published at Austin, Texas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to education is accorded to the *Guardian*, a monthly, published at Waco, Tex., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it..

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to insurance is accorded to the *Vindicator*, a semi-monthly, published at New Orleans, La.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to Freemasonry is accorded to the *Masonic Trowel*, a monthly, published at Little, Rock, Ark., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to the Afro American is accorded to the *Baptist Vanguard*, a weekly, published at Little Rock, Ark., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any publication devoted to commerce and finance is accorded to the *Trade Index*, a weekly, published at New Orleans, La.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any French publication is accorded to the *L'Abeille de la Nouvelle Orleans*, published daily at New Orleans, La.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any German publication is accorded to the *Freie Presse fuer Texas*, published weekly at San Antonio, Tex., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southwestern States, consisting of Texas, Louisiana, Mississippi, Arkansas, Oklahoma and the Indian Territory, the largest circulation credited to any Spanish publication is accorded to *El Cronista Mexicano*, a weekly, published at San Antonio, Tex., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.



MISSOURI VALLEY.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Ne-

braska, North Dakota and South Dakota, the largest circulation credited to any daily paper is accorded to the *Chronicle*, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any morning paper is accorded to the *Republic*, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any tri-weekly paper is accorded to the *Advertiser*, published at Clinton, Iowa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any semi-weekly paper is accorded to the *Capital*, published at Topeka, Kan., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any weekly paper is accorded to the *Republic*, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any bi-weekly paper is accorded to *Die Abendschule*, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any semi-monthly paper is accorded to the *Housekeeper*, published at Minneapolis, Minn.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any monthly paper is accorded to the *Inland Illustrated Christian Endeavor Monthly*, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Missouri Valley States, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any quarterly is accorded to the *Bible Student*, published at St. Louis, Mo.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any religious paper is accorded to *Der Herold des Glaubens*, a Roman Catholic weekly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any English religious paper is accorded to the *International Evangel*, an undenominational monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any Sunday paper is accorded to the *Post-Dispatch*, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to the Young People's Society of Christian Endeavor is accorded to the *Inland Illustrated Christian Endeavor*, monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to agriculture and dairying is accorded to the *Woman's Farm Journal*, a monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to live stock is accorded to the *Packer*, a weekly, published at Kansas City, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to horticulture and floriculture is accorded to the *Western Garden and Poultry Journal*, a monthly, published at Des Moines, Iowa, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to medicine and surgery is accorded to the *Medical Brief*, a monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, con-

sisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to education is accorded to the *Western Penman*, a monthly, published at Cedar Rapids, Iowa, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to an educational institution is accorded to the *State Normal Monthly*, published at Emporia, Kan., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to children and young people is accorded to the *Our Young Folks*, a weekly, published at St. Louis, Mo.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to science is accorded to the *Word and Works*, a monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to law is accorded to the *National Reporter System*, published at St. Paul, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to real estate and immigration is accorded to the *American Land and Title Register*, published monthly at St. Paul, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to sporting, athletics, cycling and road-making is accorded to the *Sporting News*, a weekly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to music and drama is accorded to the *Ball Room*, a semi-monthly, published at Kansas City, Kan., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any household publication is accorded to the *Housekeeper*, a semi-monthly, published at Minneapolis, Minn.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to the Ancient Order of United Workmen is accorded to the *Kansas Workman*, a monthly, published at Minneapolis, Kan., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to labor is accorded to the *Weavers' Herald*, a monthly, published at Lyons, Kan.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to Freemasonry is accorded to *Freemason and the Fez*, a monthly, published at Cedar Rapids, Ia., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to the Knights of Pythias is accorded to the *Sprig of Myrtle*, a monthly, published at Minneapolis, Kan., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to Odd-fellowship is accorded to the *Northwestern Odd fellows' Review*, a monthly, published at St. Paul, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to anarchism, communism and socialism is accorded to the *Altruist*, a monthly, published at St. Louis, Mo.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to railway employees is accorded to the *Railway Conductor*, a monthly, published at Cedar Rapids, Ia.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to temperance and prohibition is accorded to the *Iowa Commonwealth*, a weekly, published at Des Moines, Iowa, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to the Afro-Amer-

ican is accorded to the *Call*, a weekly, published at Topeka, Kan., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to commerce and finance is accorded to the *Western Review and Export Journal*, published at St. Louis, Mo.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to drugs, chemicals, pharmacy, paints, perfumery and soap is accorded to the *National Druggist*, a monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to furnitures, carpets, upholstery and cabinet making is accorded to the *Furniture News*, a monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to groceries, confectionery, pastry, provisions and sea food is accorded to the *Butchers' and Packers' Magazine*, a monthly, published at St. Louis, Mo.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to hardware, crockery, glassware and housefurnishing is accorded to the *Farm Implements*, a monthly, published at Minneapolis, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to lumber is accorded to the *Mississippi Valley Lumberman*, a weekly, published at Minneapolis, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any publication devoted to metals, mechanics, implements and machinery is accorded to the *Farm Machinery*, a weekly, published at St. Louis, Mo.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any Bohemian publication is accorded to the *Hlas*, a weekly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any Danish publication is accorded to *Den Danske Pioneer*, a weekly, published at Omaha, Neb.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any German publication is accorded to *Der Herold des Glaubens*, a weekly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any Norwegian publication is accorded to the *Lutheraneren*, a weekly, published at Minneapolis, Minn.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any Norwegian-Danish publication is accorded to the *Posten og Ad Vernen*, a semi-weekly, published at Decorah, Ia., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Missouri Valley, consisting of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota, the largest circulation credited to any Swedish publication is accorded to the *Svenska Amerikanska Posten*, a weekly, published at Minneapolis, Minn.



OHIO BASIN AND LAKE REGION.

In all the Ohio Basin and Lake Region States, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any daily paper is accorded to the *News*, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Ohio Basin and Lake Region States, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any semi-weekly paper is accorded to the *Free Press*, published at Detroit, Mich., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Ohio Basin and Lake Region States, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any weekly paper is accorded to the *Union Gospel News*, published at Cleveland, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Ohio Basin and Lake Region States, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any semi-monthly paper is accorded to the *Farm and Fireside*, published at Springfield, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Ohio Basin and Lake Region States, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any monthly paper is accorded to the *Ladies' Home Companion*, published at Springfield, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Ohio Basin and Lake Region States, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any bi-monthly is accorded to the *Harper Hospital Bulletin*, published at Detroit, Mich., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Ohio Basin and Lake Region States, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any quarterly is accorded to the *Friends' Bible School Quarterly*, published at Chicago, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any religious paper is accorded to the *Union Gospel News*, an undenominational weekly, published at Cleveland, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to Young Men's Christian Association is accorded to the *Young Men's Era*, a weekly, published at Chicago, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any paper devoted to the Young People's Society of Christian Endeavor is accorded to the *Lookout*, a weekly, published at Cincinnati, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any free thought publication is accorded to the *Freethought Magazine*, a monthly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any Jewish publication is accorded to the *American Israelite*, a weekly, published at Cincinnati, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to agriculture and dairying is accorded to the *Farm and Fireside*, a semi-monthly, published at Springfield, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to live stock is accorded to the *Mariner*, a weekly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to horticulture and floriculture is accorded to the *American Florist*, a weekly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to medicine and surgery is accorded to the *Alkaloidal Clinic*, a monthly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to education is accorded to the *American School Board Journal*, a monthly, published at Milwaukee, Wis., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to educational institutions is accorded to the *Scholastic*, a weekly, published at Notre Dame, Ind., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to deaf, dumb and blind, is accorded to the *Michigan Mirror*, published weekly at Flint, Mich., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a

reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to children and young people is accorded to the *Star*, a monthly, published at Oak Park, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to science is accorded to the *Scientific Machinist*, a monthly, published at Cleveland, Ohio.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to law is accorded to the *Law Students' Helper*, a monthly, published at Detroit, Mich.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to insurance is accorded to the *Rough Notes*, a monthly, published at Indianapolis, Ind., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to real estate and immigration is accorded to the *Economist*, a weekly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to sporting, athletics, cycling and road making is accorded to the *Sportsmen's Review and Bicycle News*, a monthly, published at Chicago, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to music and drama is accorded to the *Choir Leader*, a monthly, published at Dayton, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any household publication is accorded to the *Ladies' Home Companion*, a monthly, published at Springfield, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to American mechanics is accorded to the *Mountain State Gavel*, a monthly, published at New Martinsville, W. Va., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to Ancient Order of United Workmen is accorded to the *Anchor and Shield*, a monthly, published at Paris, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to labor is accorded to the *Eight Hour Herald*, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to Improved Order of Red Men is accorded to the *Buckeye Trail*, a monthly, published at Cleveland, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to Freemasonry is accorded to the *Masonic Home Journal*, a semi-monthly, published at Louisville, Ky., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to Knights of Pythias is accorded to the *Pythian Tribune*, a monthly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to Odd-fellowship is accorded to the *Odd-Fellows' Herald*, a semi-monthly, published at Springfield, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to anarchism, communism and socialism is accorded to the *Die Fackel*, a Sunday paper, published at Chicago, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to railway employees is accorded to the *Locomotive Firemen's Magazine*, a monthly, published at Peoria, Ill.

In all the States of the Ohio Basin and Lake

Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to temperance and prohibition is accorded to the *Equity*, a monthly, published at Springfield, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to the Afro-American is accorded to the *Appeal*, a weekly, published at Chicago, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to commerce and finance is accorded to the *Financial Review*, a monthly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to art decorating and furnishing is accorded to the *Progressive Art Journal*, a bi-monthly, published at Rockford, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to brewing, bottling, liquors and wines is accorded to the *Brewer and Maltster*, a monthly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to furniture, carpets, upholstery and cabinet making is accorded to the *American Furniture Gazette*, a monthly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to groceries, confectionery, pastry, provisions and sea food is accorded to *Markets*, a weekly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to hardware, crockery, glassware and house furnishing is accorded to the *Farm Implement News*, a weekly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to leather, boots and shoes, harness, tanning and trunks is accorded to the *National Harness Review*, a monthly, published at Chicago, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to lumber is accorded to the *Northwestern Lumberman*, a weekly, published at Chicago, Ill.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to maritime interests is accorded to the *Marine Record*, a weekly, published at Cleveland, Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to mercantile and manufacturing interests is accorded to the *Bookkeeper*, a monthly, published at Detroit, Mich.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to electricity is accorded to the *Electrical Student*, a weekly, published at Detroit, Mich.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to engineering and mining is accorded to *Paving and Municipal Engineering*, a monthly, published at Indianapolis, Ind., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to metals, mechanics, implements and machinery is accorded to the *Power of Transmission*, a monthly, published at Mishawaka, Ind.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to paper, stationery, printing, bookbinding, engraving and electrotyping is accorded to the *Inland Printer*, a monthly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any publication devoted to tobacco is accorded to the *Western Tobacco Journal*, a weekly, published at Cincinnati, Ohio.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any Bohemian publication is ac-

corded to the *Amerikan*, a weekly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any Hollandsh publication is accorded to the *De Grondwet*, a weekly, published at Holland, Mich., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any Norwegian-Danish publication is accorded to the *Skandinaven*, published daily and weekly at Chicago, Ill.

Ih all the States of the Ohio Basin and Lake Region, consisting of Illinois, Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and Wisconsin, the largest circulation credited to any Polish publication is accorded to tthe *Wiara I Ojczyzna*, a weekly, published at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.



SOUTHEASTERN STATES.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any daily paper is accorded to the *Sun*, published at Baltimore, Md.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any evening paper is accorded to the *Evening Star*, published at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any weekly paper is accorded to the *National Tribune*, published at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any semi-monthly paper is accorded to the *Southern Farm*, published at Atlanta, Ga.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any monthly paper is accorded to the *American Farmer*, published at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any quarterly is accorded to the *Strawberry Culturist*, published at Salisbury, Md., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, Maryland, District of Columbia, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any Sunday paper is accorded to the *Times*, published at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, Maryland, District of Columbia, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any weekly religious paper is accorded to the *Christian Index*, a Baptist weekly, published at Atlanta, Ga., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, Maryland, District of Columbia, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any publication devoted to agriculture and dairying is accorded to the *American Farmer*, a monthly, published at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Floriaa and Alabama, the largest circulation credited to any publication devoted to horticulture and floriculture is accorded to the *Strawberry Culturist*, a quarterly, published at Salisbury, Md., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulat on credited to any publication devoted to medicine and surgery is accorded to the *Medical Journal*, a monthly, published at Charlotte, N. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any weekly publication devoted to education is accorded to the *Southern School*, published at Lexington, Ky., and the publishers of the American Newspaper Directory will guarantee the ac

curacy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any publication devoted to an educational institution is accorded the *Spelman Messenger*, a monthly, published at Atlanta, Ga., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any publication devoted to music and drama is accorded to the *Music Teacher*, a monthly, published at Dalton, Ga., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any household publication is accorded to the *Woman's Work*, a monthly, published at Athens, Ga.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any publication devoted to the army and navy is accorded to the *Army and Navy Register*, a weekly, published at Washington, D. C.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any publication devoted to temperance and prohibition is accorded to the *Southern Star*, a weekly, published at Atlanta, Ga.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any publication devoted to the Afro-American is accorded to the *Colored American*, a weekly, published at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any publication devoted to commerce and finance is accorded to the *Financial Review*, a semi-monthly, published at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any German daily publication is accorded to the *Der Deutsche Correspondent*, published at Baltimore, Md.

In all the Southeastern States, consisting of Delaware, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama, the largest circulation credited to any German weekly publication is accorded to the *Katholische Volks Zeitung*, published at Baltimore, Md.



NORTHEASTERN STATES.

In all the Northeastern States, consisting of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Pennsylvania, the largest circulation credited to any daily paper is accorded to the *Evening Item*, published at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars payable to the first person who successfully assails it.

In all the Northeastern States, consisting of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Pennsylvania, there is no other semi-weekly paper credited with so large an issue as is accorded to the *Post*, published at Pittsburg, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Pennsylvania, the largest circulation credited to any weekly paper is accorded to the *Christian Herald and Signs of the Times*, published at New York City, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Pennsylvania, the largest circulation credited to any semi-monthly paper is accorded to the *Farm and Home*, published at Springfield, Mass.

In all the Northeastern States, consisting of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Pennsylvania, the largest circulation credited to any monthly paper is accorded to *Comfort*, published at Augusta, Me., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Pennsylvania, the largest circulation credited to any quarterly is accorded to the *Judges' Quarterly*, published at New York City, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any Sunday paper is accorded to the *Item*, published at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any religious paper is accorded to the *Christian Herald and Signs of Our Times*,

an undenominational weekly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to the Young Men's Christian Association is accorded to *Railroad Men*, a monthly, published at New York, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any paper devoted to the Young People's Society of Christian Endeavor is accorded to the *Golden Rule*, a weekly, published at Boston, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to agriculture and dairying is accorded to the *Metropolitan and Rural Home*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to live stock is accorded to *Farm Poultry*, a semi-monthly, published at Boston, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to horticulture and floriculture is accorded to the *Parks' Floral Magazine*, a monthly, published at Libonia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to sanitation and hygiene is accorded to the *Healthy Home*, a monthly, published at Athol, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to education is accorded to the *Normal Instructor*, a monthly, published at Dansville, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to educational institutions is accorded to the *University Magazine*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to deaf, dumb and blind is accorded to the *Deaf Mute's Journal*, a weekly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to children and young people is accorded to the *Youth's Companion*, a weekly, published at Boston, Mass.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to science is accorded to the *Scientific American*, a weekly, published at New York, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to law is accorded to the *Banker and Tradesman*, a weekly, published at Boston, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to insurance is accorded to the *Insurance Economist*, a monthly, published at New York, N.Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to real estate and immigration is accorded to *Der Auswanderer*, a monthly, published at New York, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to numismatics, philately and antiques is accorded to the *American Philatelist and Collector*, a monthly, published at Boston, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to sporting, athletics, cycling and road making is accorded to the *National Police Gazette*, a weekly, published at New York, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any household publication is accorded to the *Ladies' Home Journal*, a monthly, published at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest cir-

culation credited to any publication devoted to the army and navy is accorded to the *Drafted Men's Advocate*, a monthly, published at Albany, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to the Grand Army of the Republic is accorded to the *Grand Army Gazette*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to the Ancient Order of United Workmen is accorded to the *Keystone Workman*, a monthly, published at Meadville, Pa.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to Freemasonry is accorded to the *Masonic Journal*, a monthly, published at Portland, Me.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to the Knights of Pythias is accorded to the *Jersey Knight*, a monthly, published at Somerville, N. J., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to Odd-fellowship is accorded to the *National Odd Fellow*, a weekly, published at Buffalo, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to temperance and prohibition is accorded to the *Constitution*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to the Afro-American is accorded to the *Christian Recorder*, a weekly, published at Philadelphia, Pa.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to commerce and finance is accorded to the *Banker and Tradesman*, published at Boston, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to brewing, bottling, liquors and wines is accorded to the *National Bottlers' Gazette*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to drugs, chemicals, pharmacy, etc., is accorded to the *American Druggist and Pharmaceutical Record*, a semi-monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to dry goods, fancy goods and notions, gloves and silks is accorded to the *Modes and Fabrics*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to furniture, carpets, upholstery and cabinet-making is accorded to the *Decorator and Furnisher*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to groceries, confectionery, pastry, provisions and sea food is accorded to the *Confectioners' Gazette*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to hardware is accorded to the *Hardware Dealers' Magazine*, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to jewelry, watchmaking and optics is accorded to the *Keystone*, a monthly published at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to leather, boots and shoes, harness, tanning and trunks is accorded to the *Shoe and Leather Reporter*, a weekly, published at Boston, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and

the six New England States, the largest circulation credited to any publication devoted to the maritime interests is accorded to the *Yachting and Rudder*, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to mercantile and manufacturing interests is accorded to the *Trade*, a monthly, published at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to electricity is accorded to the *Electrical World*, a weekly, published at New York, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to metals, mechanics, implements and machinery is accorded to the *Scientific American*, a weekly, published at New York, N. Y.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to paper, stationery, printing, bookbinding, engraving and electrotyping is accorded to the *Bookseller, Newsdealer and Stationer*, a semi-monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any publication devoted to transportation and traveling is accorded to the *Travelers' Ready Reference Guide*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any French publication is accorded to the *Courier des Etats Unis*, a weekly, published at New York, N. Y.

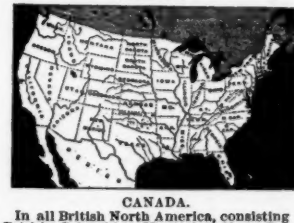
In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any German publication is accorded to the *Revue*, a Sunday paper, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any Italian publication is accorded to the *L'Italiano in America*, a weekly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any Polish publication is accorded to the *Gaseta Pittsburgska*, a weekly, published at Pittsburg, Pa.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any Spanish publication is accorded to the *Revista Popular*, a monthly, published at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, the largest circulation credited to any Swedish publication is accorded to the *Skandinavia*, a weekly, published at Worcester, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.



CANADA.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any daily paper is accorded to the *La Presse*, published at Montreal, Que., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any English daily paper is accorded to the *Star*, published at Montreal, Que., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any weekly paper is accorded to the *Family Herald and Star*, published at Montreal, Que., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any bi-weekly paper is accorded to the *Northern Messenger*, published at Montreal, Que.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any semi monthly paper is accorded to the *Farmers' Advocate and Home Magazine*, published at London, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any monthly paper is accorded to the *Canadian Workman*, published at Orillia, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any Sunday paper is accorded to the *News*, published at Toronto, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any religious paper is accorded to the *Christian Guardian*, a Methodist Weekly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to agriculture and dairying is accorded to the *Farm and Fireside*, a weekly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to horticulture and floriculture, is accorded to the *Canadian Agriculturist*, a monthly, published at Grimsby, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to medicine and surgery is accorded to the *Medical Journal*, a monthly, published at Montreal, Que., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to sanitation and hygiene is accorded to the *Journal d' Hygeine Populaire*, a monthly, published at Montreal, Que.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to education is accorded to the *Educational Review*, a monthly, published at St. John, N. B., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to law is accorded to the *Kings College Record*, a monthly, published at Windsor, N. S.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to law is accorded to the *Canadian Law Journal*, a semi-monthly, published at Toronto, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to insurance is accorded to the *Monetary Times, Trade Review and Insurance Chronicle*, a weekly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to real estate and immigration is accorded to the *Western World*, a monthly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to sporting, athletics, cycling and road making, is accorded to the *Canadian Wheelman*, a semi-monthly, published at Simcoe, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to the Ancient Order of United Workmen is accorded to the *Canadian Workman*, a monthly, published at Orillia, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to the Ancient Order of Foresters is accorded to the *Ancient Forester*, a monthly, published at Brantford, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to Freemasonry is accorded to the *Freemason*, a monthly, published at Toronto, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick,

Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to Odd-fellowship is accorded to the *Dominion Odd-Fellow*, a weekly, published at Toronto, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to Patrons of Industry is accorded to the *Canada Farmers' Sun*, a weekly, published at Toronto, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to temperance and prohibition is accorded to the *International Royal Templar*, a monthly, published at Hamilton, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to commerce and finance is accorded to the *Monetary Times, Trade Review and Insurance Chronicle*, a weekly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to books, newspapers and periodicals is accorded to the *Canadian Bookseller*, a monthly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to drugs, chemicals, pharmacy, paints, perfumery and soap is accorded to the *Pharmaceutical Journal*, a monthly, published at Montreal, Que., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to groceries, confectionery, pastry, provisions and sea food is accorded to the *Maritime Merchant*, a bi-weekly, published at Halifax, N. S., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to mercantile and manufacturing interests is accorded to the *Canadian Manufacturer and Industrial World*, a semi-monthly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to engineering and mining is accorded to the *Canadian Colliery Guardian, Critic and Journal of the Iron and Steel Trades*, a monthly, published at Halifax, N. S.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to metals, mechanics, implements and machinery is accorded to the *Canadian Electrical News and Steam Engineering Journal*, a monthly, published at Toronto, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to paper, stationery, printing, bookbinding, engraving and electrotyping is accorded to the *Books and Notions*, a monthly, published at Toronto, Ont.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any publication devoted to transportation and traveling is accorded to the *British Columbia Guide*, a semi-monthly, published at Vancouver, B. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any French publication is accorded to the *La Presse*, published daily at Montreal, Que., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all British North America, consisting of British Columbia, Manitoba, New Brunswick, Northwest Territories, Nova Scotia, Ontario, Prince Edward Island, Quebec and Newfoundland, the largest circulation credited to any German publication is accorded to the *Deutsche Zeitung*, a weekly, published at Berlin, Ont., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

THE RULING PASSION.

Alys—George wanted the wedding to take place next Tuesday, but I insisted upon Wednesday.

Lois—Do you think Tuesday unlucky, dear?

Alys—No; but Dacey has his big bargain sale on that day, and I wouldn't miss it for anything.

"It ought to be the easiest thing in the world to get rich nowadays," said Mr. Harley, as he read the advertisements in the newspapers; "you can buy so many things that are worth eight dollars for three dollars and twenty-nine cents. I wish I had a million to invest in shirt-waists and galvanized Saratoga trunks."—*Bazar.*

CANDID ADVERTISEMENTS.

By John C. Graham.

It is now universally admitted that candor in advertisements is the best policy. But sometimes even candor can be carried too far, particularly when its presence gives a burlesque tone to the announcement. That was the case with the Englishman who advertised in this way :

A SIDEBOARD FOR SALE.

I have a magnificent looking article made of unseasoned deal, colored to resemble walnut. As great care has been taken to imitate a really first-class piece of furniture by a good maker, it is hoped that the fact of the wood being certain to split and warp, that the drawers are sham and the keyholes dummies, will escape the detection of the average purchaser. What offers ?

This is refreshingly frank, but could not be expected to tempt even chronic bargain seekers, but the Cincinnati grocer's ad is about on a par with it for candor :

Our fresh eggs will be found cheap at 15c. a dozen, but the quality is not strictly first-class, as, every now and again, you may strike a bad one.

It was a London grocer who advertised some plum jam at a very low price, and apparently believing himself that his offer would be incredible supplemented it with the line :

Of course I cannot guarantee it to be all jam !

One would hardly expect an undertaker to be guilty of humor in his public announcements, but an English journal is responsible for the statement that one of that trade actually used the following ad :

Why live, when you can be buried decently in a gravelly soil, with a marble tombstone for £5.10 ?

A provision dealer in Wales is credited with having put out this extremely candid advertisement :

Having thoroughly tested both sides of the question, and being now convinced that honesty is the best policy, I have decided to sell in future only unadulterated articles.

Here is a matrimonial advertisement—taken from an English paper—that certainly beats anything this country can produce in that line :

To millionaires or less—who wants to marry my daughter, young and pretty, modest and refined, received best education abroad. Speaks French like a Parisian, German like a Hanoverian, English like a Bostonian. Plays piano like Paderewski and is poor like Job? Address PARENT, Box ——.

As a final example here is something that is quite unique in the way of a business appeal. I should imagine it to be much more truthful than trade alluring :

The public is kindly requested to buy this Tooth Powder—the "Universal Whitener." It is neither better nor cheaper than most of the others in my store, for nearly all tooth powders will do their work perfectly well, but I think it is just about as good as any of them, and I particularly recommend it because it is made by my nephew, who is a very deserving young man and hopes to be married soon on the strength of it.

THE ART OF CONDENSING.

By Julius Fitzgerald.

The man who possesses the ability to "boil down" sentences and extract the true "meat" from them is not only a great money saver to the advertiser, but is a good friend to the reading public and an economizer of its valuable time. Redundancy of words in an ad often ruins its chances of being read, and certainly prevents its being remembered. Some ads are very much like watered stock—every addition depreciates the value. But the art of condensation is by no means over popular. I have seen very intelligent men struggle for hours in an effort to boil down "copy," and every attempt only made matters worse. Their inclination led them to cut out words that should be left in, and to retain unnecessary phrases. But their lack of skill and experience prevented them seeing just what should and should not be eliminated. I have myself prepared ads for magazines and weeklies, every line of which meant over $45. By judicious pruning they were cut from 180 lines to 164—a saving of $720—a pretty good day's work for one individual. The words only were cut down, not the sense. Useless repetitions were eliminated—an inversion of a sentence here and there often cut out six words. The breaking up of long sentences into several short ones often saved space. I have often claimed that you can't edit an ad too much, particularly when it is going into costly mediums. Where every words means from three to five dollars you can't allow any unnecessary ones to remain. Just as many words as are really needed to give your story plainly are enough. Any more is waste.

Another strong point is that the briefer and plainer an ad is, the more readers it attracts, so that brevity not only saves money but actually makes it. Nobody cares for an involved or

tedious style of diction—that kind of advertising is usually lost altogether. I have never heard of anybody expressing admiration for a long advertisement, but brevity seems to commend itself to all.

Practicing the condensing of matter every day is a good and useful occupation. Practice makes perfect in all things, and the "know how" only comes from experience. The art of boiling down is so essential to the advertiser that it seems a mystery it is not studied more. A glance through a page of modern newspaper ads will show that the experienced condenser is still greatly needed.

A PAWNBROKER'S ADS.

A pawnbroker in San Francisco, who advertises under the catch-line "Barrels of Money to Loan," inserts in theater programmes a column or so of what he calls "jokelets." Here is one that seems particularly good:

Stranger in hotel barber shop: "That's twice you've cut me." Barber: "Yes, sah." Stranger: "If you can't do better than that you'll drive away customers." Barber: "I ain't had 'sperience nuff yet, sah, to shave customers. The boss only 'lows me to shave strangers." That's the way with some loan offices—they take advantage of strangers. But Uncle Jacobs, corner Pacific street and Montgomery avenue, has but one rule for the customer and the stranger. He treats all alike, squarely and fairly.

Here is one in which the connection between the joke and the ad is a little strained:

"Chestnuts!" yelled several persons in the gallery at the minstrel show. "That's right, gentlemen," responded Bones. "If you don't get what you want, ask for it." This was witty in the end man and placed him ahead of his audience. Just so at Uncle Jacobs', corner Pacific street and Montgomery avenue; if you go there and ask for money you will get it, and thus place yourself ahead of want.

Following are several additional advertisements, of varying degrees of interest and merit:

"Orlando, I didn't see you with Miss Brown at the concert last night." 'No, Percy, I'm not calling on her any more. I can't until she retracts what she said last week." "Ah! what did she say?" "Well, she said I needn't call any more." That certainly was a settler. Now, Uncle Jacobs, at the corner of Pacific street and Montgomery avenue, never would say that to his customers. On the contrary, after satisfying them he always tells them to call again.

Smith (to a friend who applied for a position as letter carrier): "Think yer got the pesishon?" "No. The first question they asked me how fur it was from New York to Buffalo, an' I told 'em if that was going to be the route I'd give it up." Many a man gets disheartened as he sees a crooked road before him. But the path to Uncle Jacobs', corner of Pacific street and Montgomery avenue, is worn bright and straight by the countless people who have been relieved there with loans on their collaterals. And he has plenty of money left for others.

Johnnie has a roguish auntie, who dearly loves to tease him. He was playing with his Noah's ark one day, and auntie heard him talking about "Shem, Ham and Japheth." "What kind of ham have you, Johnnie?" she asked. "I guess I'll take a piece." "Oh, 'tisn't the eating kind," replied Johnnie, promptly. "It's the kind like Abraham." And that's just the kind that Uncle Jacobs is, only he gives you money instead of ham. If you don't believe it, just go up to the corner of Pacific street and Montgomery avenue, and he'll fit you out with just what you need for present emergencies.

When a man goes out of the poultry business he tears the tattered hen sign down. There are a great many fowl callings that do business without any sign. And then again there are men so popular that everybody goes to them naturally—hunts them out without the aid of a sign. Such a one is Uncle Jacobs, corner of Pacific street and Montgomery avenue. His straightforward method of lending money on collaterals on reasonable and lenient terms has caused a path to be marked to his office by those he has served. He needs no sign—his own conduct is his best advertisement.

O. H.

TAKING THE CENSUS.

The method in which the late census was taken in the whole of France and of London, England, is worthy of attention. The enumerators delivered to every proprietary occupant of a house or tenement in London a schedule containing inquiries as to the name, the head of the family, sex, age, occupation and birthplace of every one in the house, together with such other statistical information as is required in such reports. Such schedules were directed to be filled up on Sunday (presumably Sunday, because of the greater proportion of people at their homes on that day), and travelers were to be enumerated at the hotels and houses where they arrived that day. The schedules were all collected on Monday, and the results, so far as enumeration is concerned, will be easily known in one week, while the vital and social statistics connected with the census will all be compiled and ready for promulgation within two months. In France the whole country is divided into small districts, and the same means produce similar results. This system is worthy of attention here, however, only as applicable to our large cities, where it would work, except perhaps in the slum districts where the degree of illiteracy or multiplicity of national origin would render the personal attention of the enumerator necessary. But, so far as the country is concerned, the conditions are too dissimilar. The whole of France is no larger than the State of Texas, and the area of England no larger than Montana; hence, to render the conditions similar for the operation of this method, our whole rural population would have to be thus concentrated.—*New Ideas, Philadelphia.*

GOOD DEFINITION.

Teacher—Where do the trade-winds blow?

Johnny—Er—I guess they blow around the stores of the men what advertise in the newspapers.

A $5 Book

Charles Austin Bates' new 700-page book, "Good Advertising," contains 175 chapters, and is intended for business men who want more business. It is of especial value to those advertisers who are not getting good returns from their advertising.

It is largely a book of facts. It tells how. It suggests. It advises. It gives experiences. It treats upon every phase of advertising. It tells all about type, borders, display, size of space to use, amount of money to spend, mediums to use. Ideas stick out of every page.

The price is $5 by prepaid express.

For 50 cts.

We have taken 12 chapters of general interest from "Good Advertising," and made up a 96-page book, nicely bound in paper. The pages are exactly the size of the complete book, and the printing is from the same plates, in both instances. You can get a good idea of what "Good Advertising" is by reading this 96-page book. The price for it is 50 cents.

Each book contains a coupon good for 50 cents. If you like the 12 chapters and want the other 163, you can send us $4.50 and the coupon, which will be accepted for 50 cents, and we will send you a handsomely bound volume of "Good Advertising." Thus, if you don't want the complete book, it will have cost you only 50 cents to find it out.

HOLMES PUBLISHING CO., 15 & 17 Beekman St., N. Y.

SOME PARIS SWINDLES.

There is probably no city in the world so full of clever schemes to catch the unwary as the great and gay capital of France. Out of all these swindles an army of men and women manage to make a living. Not only that, but they flourish for years before exposure strikes them, and during that time enjoy the respect and confidence of some surprisingly decent people. It is amazing the number of these *chevaliers d'industrie* who manage to get into the confidence of social celebrities and politicians of high standing.

From a Frenchman's point of view everybody who lives well and dresses better than a bank clerk is put down as a spy in the employ of Bismarck unless he is known to have any other occupation. But among these busy people without distinct professions there are those who lend their names and imposing appearance to enterprises which could exist only in a country where the "gogo" is always on the lookout for a rapid road to fortune. For example, the money-lending agencies, notwithstanding article upon article which has been written in the respectable portion of the French press, warning people against them, still go on and prosper. One has only to consult any day the smallest French paper which pretends to the largest circulation, to see the names of half a dozen persons or societies advertising to lend money on simple signatures. The simpleton replies to the advertisement, stating his requirements, and is informed that the director will be able to obtain what he desires, but that he must pay so much per cent commission (generally very low), and deposit twenty-two and a half francs for preliminary expenses. This he does, and hears no more of the matter; or, if he becomes anxious and worries the "society," he gets a polite letter to say that the "board of directors," having taken the matter into their serious consideration, regret that the securities offered are not such as to justify them in making the advance. His twenty-two and a half francs have been expended for the postage on one letter and for the inquiries which have probably never been made.

The old, old story of finding confidential employment for clerks at high salaries, and requiring a deposit as a guarantee for good conduct, is as familiar as the confidence trick, and yet it succeeds daily; but the sufferers in these cases have only themselves to blame.

Insurance is as yet in its infancy in France, yet even that has been studied and put to profit by some ingenious swindlers. Only a short time ago two distinguished-looking Frenchmen called at the store of a well-known jeweler not a hundred yards from the Grand Hotel, and one of them said that his friend had just come into a very large fortune and desired to invest a portion of it in some such business as that of the gentleman to whom he was speaking. The jeweler had no particular desire to sell out his business, but finally agreed to take this young prince as a silent partner, upon conditions which he considered advantageous to himself. The two distinguished Frenchmen left, apparently delighted with the arrangement they had made. The next day they returned and informed the jeweler that one little formality was necessary in order that the mother of the youth who had inherited the fortune should consent to her son's disposing of the money. The jeweler must insure his life for five hundred thousand francs. This he did not object to, especially as his newly-found associate offered to bear half the cost of the premium. There was no restriction as to the office in which he was to insure. The policy was made out, the premium paid, and he waited in vain for the arrival of the young heir. Finally, when a month had gone by and he had heard no more of the two distinguished foreigners, he went to the insurance company and asked them to cancel the policy, as he had now no use for it.

"Very sorry, sir," replied the director of the company, "but we cannot do that, as we paid the commission upon the policy to the gentleman who procured us the business."

"But nobody procured you the business; I came directly to you of my own accord, because I had heard of your office as a respectable one."

"That may be, sir," replied the director, but five minutes before your first visit a distinguished-looking gentlemen came in and told me that you were coming to insure your life upon his recommendation. As what he said was fulfilled, we believed him, and paid him the commission."

The jeweler now understood why he had had to insure his life, and also why he had not again seen his distinguished-looking would-be silent partner.—*Lippincott's Magazine.*

THEY KNOW WHAT THEY WANT.

The man who palms off on a customer what he neither asks for nor desires is practically a bunco steerer. He not only discredits the intelligence and judgment of his patrons but to all intents and purposes is guilty of obtaining money under false pretenses.

The field is wide. There is nothing to prevent any dealer who so desires from bringing before the public any proprietary preparation of his own in which he has faith. Indeed, a man who really believes he has a "good thing" owes it to the public, as well as to himself, to give the fact the greatest attainable publicity. But the penny-wise, pound-foolish dealer who tries to palm off "something else" when a customer wants a certain well-known and widely advertised preparation ought to be sent to Coventry in double-quick time. The people know what they want and they are entitled to it.—*Boston Globe.*

A DISTINCTION WITH A DIFFERENCE.

A careful distinction must be made between a special agency and an advertising agency, and the two must not be confounded. One works for the journals, the other for the advertiser.—*Bulletin of the Medical Publishers' Association.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

HALF-TONES, 1 col., $1, 2 col., $2. BUCHER ENGRAVING CO., Columbus, O.

WANTED to buy a Republican country newspaper. "REX," care Printers' Ink.

WANTED—Correspondence from intending advertisers. JOURNAL, Flushing, N. Y.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

THE VINDICATOR, Youngstown, Ohio. 8,400 d., 6,000 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

WANTED, printed but not used postals; send sample, state quantity. W. S. PARKER, 132 Monroe St., Chicago.

PAPERS that lead in their locality represented by H. D. LACOSTE, 38 Park Row, New York.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

WANTED—A young, capable newspaper man, with superior references, is at liberty. Address "A. E.," Printers' Ink.

SHORTHAND is the stepping stone into good newspaper work. Learn at home, lessons by mail. Primer free. I. P. SNELL, Truro, N. S.

ADVERTISERS to send two stamps for circular of cuts—really good cuts at really small prices. R. L. CURRAN, 150 Nassau St., New York.

EDITOR, New York experience and ideas, and Southern training, wishes place on daily; moderate salary. "INVESTOR," Printers' Ink.

WANTED—Agents in New York City and Chicago to take charge of foreign advertising. OUR BOYS AND GIRLS MONTHLY, Cincinnati, Ohio.

WE will reproduce any cut printed black on white paper, 1 column for 50c., larger cuts at 6c. per square inch. BUCHER ENGRAVING CO., Columbus, O.

WANTED—Young man as assistant in editorial department of PRINTERS' INK; one with some experience and who can typewrite preferred. Address, with full particulars.

WEEKLIES, whose rates do not exceed $2.50 a line per year, send sample, rate card; commission allowed agencies, and quote circulation to STANLEY DAY, Newmarket, N. J.

ADVERTISERS who contemplate issuing advertising booklets of "useful information," "recipes" or other matter which will induce people to preserve the booklets, and are in need of such matter, address "O. H.," care Printers' Ink.

WANTED—A circulator for a German newspaper with daily circulation of 7,000; must be capable of thoroughly controlling carriers and pushing circulation. State experience and wages expected. Address "CIRCULATOR," Printers' Ink.

THE KANSAS ENDEAVORER, of Topeka, Kan., wants an Eastern representative. Eight-page monthly publication. Well established. Official organ and only representative of the Kansas Christian Endeavor Union, membership of which is more than 42,000.

A PUBLISHER said it—"The heading you designed and engraved for our paper is the admiration of all." Many a publication could be so improved in general appearance by the use of a handsome and artistic heading as to attract to its columns advertisers who have now, with its present appearance, no thought of giving it a trial. Sketch submitted on approval; no charge if not accepted and returned. Send copy paper or magazine, exact size and wording. W. MOSELEY, 45 Hill St., Elgin, Ill.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs.

ADVERTISEMENT COMPOSITION.

UNMATCHED facilities for the proper construction of advertisements. Send for booklet of 125 borders. P. G. DARROW PRINTING CO., Chicago.

WINDOW DRESSING.

HARMAN'S JOURNAL OF WINDOW DRESSING, a monthly publication. Illustrated displays. Third year. Send 25 cents for trial copy. 125 S. Clark St., Chicago.

AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in THE GOLFER is a paying investment. Address all communications to THE GOLFER, 234-238 Congress St., Boston.

SPECIAL WRITING.

$3 A WEEK; original editorials for weeklies; full complement. "PITT," Printers' Ink.

ADDRESSES AND ADDRESSING.

1,000 ADDRESSES of taxpayers of Denton Co., Tex., $2.50; 4,000, $10. H. MEELY, Denton, TEX.

COMPLETE list resident taxpayers, Callaway County, Mo., arranged alphabetically by Post-Offices. New. 4,500 names. Neatly printed pamphlet form. Post-paid $3. D.H.HARRIS, Fulton, Mo.

ADVERTISING AGENCIES.

PILOT ADVERTISING CO., Newark, N. Y.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HALF-TONES.

$1.50 HALF-TONES—"a wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single column half-tone of any subject, clear and carefully finished, for $1.50, and 15 cents per square inch for any cut larger than ten square inches. Write us for any style of engraving—half-tone, wood-cut or zinc etching. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W. 23d St., New York City. (See ad under "Advertisement Constructors.")

WHAT we can do better and cheaper than anybody else is half-tone, wood and zinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

YOUR name engraved on a copper plate, and 100 elegant cards printed from it, sent postpaid for a dollar bill. Extra lines on plate, 25c. each; samples, 2c.; satisfaction guaranteed. FRANKLIN PTG. AND ENG. CO., Toledo, Ohio.

WETTER numbering machines can be used on any kind of a printing press. Is indispensable in any office where there is numbering to be done. Locks up in the form, same as an electro. Permits of printing and numbering at one impression. Write for catalogue. JOSEPH WETTER & CO., 24 Morton St., Brooklyn, N. Y.

FOR SALE.

5-LINE advertisement, $1. WISCONSIN AGRICULTURIST, Racine, Wis.

$1 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Cheap 1 Mann hand cylinder press, used short time, also pair 8-col.-quarto newspaper chases, good as new. MONITOR, Mayville, Mich.

$3,500 BUYS only Democratic weekly at county seat in Missouri; 4,500 population. Fine job office; $7,000 yearly business. "A" care Printers' Ink.

FOR SALE—A good newspaper establishment in the capital city of Oregon, publishing a daily and weekly. Will be sold cheap. Good reason for selling. "H.," Drawer D, Salem, Ore.

FOR SALE—A Thorne type-setting machine of latest and most improved design, together with about 600 pounds of brevier type; machine has been in use a little over a year and is in first-class condition in every respect. Will sell way down and at terms convenient to purchaser. CHAS. H. WEBSTER, Buffalo, N. Y.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDERS' CO., Boston, N.Y., Phila., Balt., Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), 'Frisco. Buy everything in one place, and save money and trouble.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

WE have 5,000 titles in our catalogue. You can lease any of our plates and be your own publisher, or we will get up editions for you with your imprint. Many large concerns are now using our books as premiums. Send for information and our catalogue. AMERICAN PUBLISHERS' CORPORATION, 310 Sixth Ave., New York City.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

ART DAY, designer and illustrator; outlines, wash drawings, pen sketches, color work and posters, 48 Arbuckle Bldg., Brooklyn.

AN ad without a cut is like a picture without a frame—lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings—clear, bold and printable. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

MISCELLANEOUS.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

THE annual meeting of the stockholders of the Ripans Chemical Company, for the election of directors and inspectors of election, will be held at their office, No. 10 Spruce St., New York, on Monday, May 11th, 1896, at 11 o'clock a. m. CHAS. N. KENT, Secretary.

EVERY ad writer and advertiser is interested in getting printable cuts. So many are muddy and vague. Cuts adapted to the requirements of advertisement illustrations are our specialty. We are designers as well as engravers—will shoulder the entire burden of your illustrating if you say the word. Send for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

OUR electric window attraction is not a toy, it takes money to buy it and it costs something to run it. It consists principally of eight revolving, oscillating, color changing 16 candle power incandescent lamps combined with an optical illusary revolving disk. The advertising it does for us in our window more than pays the cost of the machine every 3 weeks and it will do the same for you—provided you give it a chance. For sale by T. P. THOMPSON, 201 Inter Ocean Bldg., Chicago.

ELECTROTYPES.

WE make the best interchangeable plate and base on the market. Also the lightest all metal base electro. THE E. B. SHELDON CO., New Haven, Conn.

SPECIAL cut offer. In order to prove the excellence of our half-tone engravings, we will make you a handsome single column half-tone for $1.50; any larger half-tone cut at 15 cents per square inch. As good as any ever turned out, but we don't stop at half-tones. Our zinc etchings and wood-cuts are proportionately cheap and excellent. We are prepared to furnish advertising designs. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

BILLPOSTING AND DISTRIBUTING.

YOUR printed matter distributed in British Columbia will pay. Honest house-to-house advertising, posting, etc., personally managed by WILL GRAHAM, 25 North Road, Victoria, B. C.

SAMPLERS—Sample copies, circulars, etc., distributed everywhere through an organized force of men who furnish references. Addresses furnished. Your circulars mailed with ours. Men wanted in all unoccupied territory. Address UNITED M'F'RS & PUB. ADV. CO., Cohoes, N. Y., special advertisers.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK 190 Water St., New York.

CHALK plates recoated, half cent an inch. BYRON POPE & CO., Cleveland, O.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

OUTFIT for making rubber stamps, $10; circulars free. EXCELSIOR CO., Montrose, Iowa.

STANDARD Type Foundry printing outfits, type, original borders. 200 Clark St., Chicago.

CHALK engraving plates. We make standard new and recoat old plates at money saving prices. HIRD MFG. CO., Cleveland, Ohio.

STEREOTYPE, linotype and electrotype metals; copper annodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'T'd, 10 Spruce St., New York. Special prices to cash buyers.

FOLKS like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ skilled designers and engravers—men who have all their lives done nothing but their separate specialties, and are now as near human perfection as human skill can be. This work we will give you at surprisingly low figures. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts ENTERPRISE, Brockton, Mass. Circulation 7,000.

YOUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LaCOSTE, 38 Park Row, N. Y., Rep.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

ADVERTISERS' GUIDE, Newmarket, N. J., 5c. line. Sub., year, 25c.; 6 mos., 15c.; 3 mos., 10c.; sample, 5c.; none free.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

THE MONTHLY SENTINEL, 60,000 circulation proved by postage receipts. Published by THE NEWS COMPANY, Joliet, Ill.

TO reach the wealthy Sound shore of Westchester County, N. Y., use the Port Chester, N. Y., ENTERPRISE, 60 cols. weekly. Advertising rates and sample copies sent on application.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers $2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n $1 per yr. 25c. line. Cincinnati, O.

KANSAS ENDEAVORER, Topeka, Kan., reaches a majority of the 42,000 Kansas Christian Endeavorers every month. They are teachers, preachers, students and families; good buyers, all of them.

THE SOUTHERN HOMESTEAD, Atlanta, Ga., reaches 50,000 Southern homes monthly. Advertising rates 30c. per agate line. Discounts 10 per cent for 3 months, 15 per cent for 6 months, 25 per cent for one year.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

DETROIT COURIER. 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

50,000 COPIES of WOODWARD'S (the popular woman's magazine) will reach the homes of 50,000 refined women in May. Write for rates and samples. WOODWARD'S, No. 843-844 Broadway, New York.

THERE is only one magazine in the great Northwest. It is the NORTHWEST MAGAZINE. Thirty thousand Northwestern homes welcome it monthly. The surest way to cover this great territory and get results is to advertise in the NORTHWEST MAGAZINE. Write to W. H. ENGLAND, 843 Broadway, New York.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price $4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 672, New York.

GOOD HOUSEKEEPING,

Springfield, Mass.,

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlock the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address communications about advertising to

H. P. HUBBARD, 38 TIMES Bldg., N. Y.

ADVERTISEMENT CONSTRUCTORS.

JOHN CUTLER, Writer of Advertising, Newton, Mass.

4 TRIAL ads for $1 will convince. CHAS. A. WOOLFOLK, 440 Main St., Louisville, Ky.

GILLAM & SHAUGHNESSY, Advertising Bureau, 13 Astor Place, New York. Write.

RETAILERS—10 ads, 10 cuts, $15. One ad, one cut, $2. O. COHEN, P. O. Box 88, New York.

AGRICULTURAL ad writing that pays. Specimens free. S. NEUMANN, San Bernardino, Cal.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

"BUSINESS very good," writes one of my clients. He is using my monthly service of six ads a week. Write for rates. W. S. HAMBURGER, 811 Fairmount Ave., Phila., Pa.

THREE ADS for any retail advertiser not already a customer, $1. An electro of an outline cut with each ad. A chance to get acquainted. R. L. CURRAN, 150 Nassau St., New York.

I WRITE ads that are bright, pointed and catchy—ads that really bring business. I am not a theorist nor a boaster; I base my words on facts—plain, sound, honest facts. Send points and a one-dollar bill for four "Business Builders." Your money right back if I fail to suit. CLEMENT A. DODSON, Crutchfield, Ky.

OPTICIANS', local bicycle dealers' and retailers' ads a specialty. New, instructive printed matter for such, 10c. The man who don't get more than he pays for can have his dime back. Address CHAS. J. ZINGG, Farmington, Me.

GOOD printing; no snide,
Good measure on the side;
Good feeling; no fuss—
Good gracious! that's us.

Beware of the doggerel if it isn't well written. Ten strong, sing-song ads for job printers, 60 cents. H. H. PARAMORE, Globe-Democrat Bldg., St. Louis.

5 DISPLAY ADS for retailers..... $ 5
5 illustrated ads for retailers..... 7
13 " " 16
¼-page magazine ad (illustrated)..... 10
1 trade paper ad (electro)..... 5
8-page booklet (illustrated)..... 25
5 reading notices (2 to 5 lines)..... 5
JED SCARBORO, Arbuckle Bldg., B'klyn.

RIGHT printing means printing that is not too expensive to be profitable to the customer, but good enough to get the full measure of returns by compelling attention. Our customers are largely in the habit of leaving these matters to us, and are often grateful for the suggestions we make. They tell us we give more attention to fitness and appropriateness than other printers do. Our little booklet is of interest to large users of printing. THE LOTUS PRESS, 140 W. 23d St., New York.

TO Retailers—On receipt of $30 I will send you 13 ads, with an attractive illustration for each ad. This will be enough to give you a fresh ad every week for 3 months. It will be enough to enable you to form an opinion of the value of my work in your particular business. If your order (with cash) reaches me before May 20 I will present you free of charge a copy of my handsome 700-page book, "Good Advertising," regular price $5. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

WE are successful printers because we have our customers' interest as much at heart as our own. We do not do our work with the one idea "how much we can make on it." Not at all. The most essential point is to do the work so well, to make it so pleasing that it must satisfy the most exacting taste. We have hundreds of unsolicited testimonials from our customers which will testify that our work is what we want it to be—"a success." Write for our booklet. THE LOTUS PRESS, 140 West 23rd St., N. Y. City.

TO Trade Paper Advertisers—Send me $25 and I will write six advertisements for you. Send me $50 and I will write a series of 12 advertisements for you. I will also answer any questions you want to ask, criticise your previous advertising and printed matter, and give you the benefit of what I have learned from a great many bright advertisers in similar lines. As this price is about one-sixth what I sometimes have to charge for trade paper ads, I reserve the right to decline any order that may come to me. CHAS. AUSTIN BATES, Vanderbilt Bldg., N. Y.

TO General Advertisers (other than medical and magazine advertisers)—Send me $75 and I will send you complete electrotypes of six illustrated advertisements. I will answer any questions you have to ask, and struggle with any problems that have been worrying you. I will give you authentic information about anything in advertising. I have perfect confidence in my ability to give you better ads than you have had before. I believe I am safe in saying that even if I prepared your former ads myself, because I am doing better work now than I ever did before. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

TO Users of Catalogues—Send me $25 and your last catalogue, and I will tell you how your next one can be greatly improved. I may be able to tell you how to save some money on it. I know I can tell you how to make it more attractive—how to increase the probability that it will convince people who get it—how to make it sell more goods. I believe there are hundreds of cases in which the service I shall render will be worth $500. There may be some in which it will be worth less than $25, but I really do not see how that can be possible. Intelligent criticism of a catalogue is sure to result in some good. The catalogue is a big thing and costs lots of money, and it ought to be as near right as possible. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

PREMIUMS.

DO you give premiums to the consumer? Do you give premiums to the dealer? We have 5,000 titles in our catalogue of books. What books do you want? We claim to supply the best book for the money. Write for further information and our catalogue. AMERICAN PUBLISHERS' CORPORATION, 310 Sixth Ave., New York City.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

ADVERTISERS

Can get good results from business placed in

The Sunday Gazette,

PUBLISHED AT LITTLE ROCK.

Its circulation is 7,500, and it is the only Sunday State paper published in Arkansas.

SEND FOR RATES.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

ONE county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY., goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER. 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 20,000.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

MONTANA.

HELENA INDEPENDENT — 6,340 Daily, 6,340 Sunday, 3,385 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

NEW JERSEY.

IN the Red Bank REGISTER are local advertisers who have been in the paper constantly for the past 17 years, and they are now taking more space than ever.

NEW YORK.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price $4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 19,051 population, but it has a larger circulation in this city than any other paper. The same is true of the TIMES' (weekly) circulation in Mecklenburg County. The NEWS and TIMES combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,400 d., 6,000 weekly.

THE PRESS, Columbus, only Democratic daily in Central Ohio. F. J. WENDELL, sole advertising agent, Tribune Bldg., New York City.

PENNSYLVANIA.

THE BEST LOCAL DAILY in Pennsylvania is the CHESTER TIMES. 20,000 desirable readers in the garden spot of the Keystone State. WALLACE & SPROUL, Chester, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. PASCHALL & CO., Doylestown, Pa.

TEXAS.

DAILY AND WEEKLY ENTERPRISE. Largest circ'n in Cleburne and Johnson Co., TEXAS.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

VIRGINIA.

LYNCHBURG NEWS; only morning paper; 25,000 population; established 1886; daily, 2,000; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

146,306 PEOPLE in the Congressional District requires Northern Wisconsin to have a newspaper center of its own. Chicago, St. Paul and Milwaukee papers, when they reach this section, are from nine to eighteen hours old. The Superior TELEGRAM, 5,500 daily, thoroughly covers this section. Rates of H. D. LA COSTE, 38 Park Row, New York.

CANADA.

$5.50 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

THE largest circulation in New Brunswick is enjoyed by the PROGRESS, a weekly issued at St. John.—*From Printers' Ink, issue of May 8, 1895.*

BIG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The BERLIN RECORD (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTTLEY, Mgr., Berlin, Ont.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 weeks, for $20. 6 months for $13, 3 months for $6.50, or 4 weeks for $2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price $4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wis.
FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 13,000 of the wealthiest farmers of Kentucky and Tennessee.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.
THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1895, sworn circulation 6,092 copies weekly—*largest* circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy *free*.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE. Largest circulation in its field. D. T. Malletl, Pub., 271 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 120 S. Sixth St., Philadelphia, Pa.

HORSE INTERESTS.

COACHING Philadelphia, Pa. 4,000 monthly.

HOUSEHOLD.

DETROIT COURIER. 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60c. per inch.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago.

PRINTING INDUSTRIES.

PAPER AND PRESS—An up-to-date journal of the graphic arts, published every Saturday at 132 Nassau St., New York. The leading and only journal of its class in the world issued every week in color. Guaranteed circulation during the month to buyers larger than the claimed circulation of all the monthlies in its field in America combined. Send for sample copy, proof of circulation and rates before making advertising contracts.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.



THE SCRIPPS-McRAE LEAGUE

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OVER

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COPIES

DAILY





Guaranteed Ci

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For rates and other i

E. T. PERRY, Direc

53 Tribune Bldg., New York.

Cincinnati Post
St. Louis Chronicle
Cleveland Press
Kentucky Post

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00 Copies daily

and other information, address

RY, Direct Representative,

94 Hartford Bldg., Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.

☞ CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for the full year 1895, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,434 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,500 copies. The largest, 40,500 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895. The regular issues of PRINTERS' INK for the first ten weeks in 1896 were:

January	1	20,700
"	8	20,800
"	15	22,700
"	22	24,200
"	29	25,470
February	5	26,050
"	12	27,450
"	19	26,550
"	26	26,750
March	4	20,250

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 138 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, APRIL 29, 1896.

TOO MUCH insistence in the ad will breed resistance in the reader.

BUSINESS is improving in nearly every line. The outlook is cheering. There is no mistake about it.

IN advertising, as in every other branch of business, there is no substitute for an ardent, sincere, thoroughgoing earnestness.

"EVERYTHING now carried at a loss, EXCEPT DAILY PAPERS, should be charged eight cents a pound, no matter who it hurts," is the slogan adopted by some friends of the Loud Bill, in Cleveland, Ohio, and they are spreading broadcast blank appeals which citizens are urged to fill up and address to their Congressman. Should some Congressman from a rural district happen to swallow this glittering spoon-bait, PRINTERS' INK has an impression that he will pretty soon hear from the village weeklies that circulate free in every county under the present law, and the Congressman who does not respect the country editors would care nothing at all for a hornet.

IT is very evident that General Atkins was right in his statement before the Illinois Press Association that, at present rates, through proper management, every person's mail could be delivered at his door, whether living on a farm or living in a village. There need be no deficiency, if the Post-Office Department were not run on the principle of many other departments, that the postal system and the government itself exist only for giving men fat positions.

THE forthcoming issue of the American Newspaper Directory enumerates but seven daily papers with regular average issues reaching one hundred thousand copies per day. It is a curious circumstance that not one of these is published in New York City. There

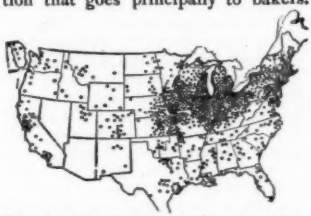


are no less than five daily papers in New York City claiming a larger daily issue than any other: but the editor of the Directory is not able to obtain from one of the five a signed and dated statement such as will make it possible to accord a regular issue of so much as a hundred thousand copies, and guarantee the rating by the usual forfeit, payable to the first person who successfully assails its accuracy. According to the Directory the one daily paper having the largest regular daily issue, the one always to be relied on to know and be willing that others shall know its exact issue, is the daily *News*, published at Chicago, Ill., and owned by Victor F. Lawson, a man who has done more than any other now living to make American newspapers cheap, clean and good.

MR. BECKWITH—Mr. S. C. Beckwith, the special agent—came into PRINTERS' INK office one of those warm April days and said: "In Philadelphia the sum total of all the evening papers, six in number, do not print as many copies each week-day as the *Evening Item* alone," and then Mr. Beckwith, straightening himself up a little straighter, added: "That is true as gospel, and, furthermore, the sum total of all the others does not equal half of the *Item's* daily edition." This statement seems to be substantiated by ratings in the American Newspaper Directory for 1896.

The Poster is one of a class of publications from which an advertiser cannot fail to glean useful ideas and suggestions, and it is one which it will be worth his while to glance over with that end in view. The most that the best advisers on advertising can do is to offer good suggestions, and the wide-awake advertiser looks for these from all quarters. *The Poster* is one of the youngest of PRINTERS' INK's babies, is printed in colors, appears once a month. Its subscription price is only a dollar a year. Will M. Clemens is the publisher, and the office is at 114 Nassau street, New York City. We wish it the success it deserves.

The Helper is a Chicago publication that goes principally to bakers.



The foregoing map is designed to show the relative strength of its circulation in the various States. Each dot on the map represents a town or city in which *The Helper* has one or more subscribers. From this map it seems that the great pie belt must be around the Great Lakes, and not in New England, as is popularly supposed. It also suggests the impression that in Massachusetts the pies used are diminutive in size, while in the Southern States and in the extreme Northwest the size of the pie by comparison is simply immense.

THIS issue of PRINTERS' INK is printed with the cheapest and poorest ink that P. I. Jonson sells or ever has sold. It is printed with the news ink that he sells for four cents a pound.

THE strength of a good ad writer lies largely in his individuality, and if that is trimmed and molded to suit a cast-iron method, or to accord with the policy of a manager, it is weakened and made less valuable to the advertiser.

THE gleanings from advance sheets of the American Newspaper Directory printed in this and other issues of PRINTERS' INK are so many rays of light thrown upon the work, enabling the observer to detect flaws wherever such may exist. A fault discovered and pointed out may be remedied and caused to disappear from future issues, but so long as a fault remains unknown or unsuspected its cure is not probable. Every publisher of a newspaper who placed on file at the Directory office a true statement concerning all the issues of his paper for the year 1895, and signed and dated it, and who finds, when the Directory appears, that his paper is not rated in accordance, is promised a written apology and a check for $100 for the discovery of the error.

ONE of the great factors in the growth of the Portland *Oregonian* has been Mr. H. W. Scott, the editor of the paper. He is rated to-day as one of the ten great editors of the United States. An article over his signature would be accepted by any representative publication without any attempt at revision, and among the great thinkers of the country Mr. Scott's opinion on any subject would command attention and respect. Mr. Scott never wrote an inflammatory article. It has been the weight of his influence, exerted through the editorial columns of the *Oregonian*, that has led to a practical unanimity of sentiment among the representative element in the Republican party of Oregon, the dominant party in State politics, on the necessity of maintaining the gold standard. The attitude of Mr. Scott has discouraged the free-silver forces of the Pacific Northwest and has insured the *Oregonian* a prominence in the minds of thinking people on the coast that is second to that of no other paper which circulates in the Western Empire.

WHETHER the Loud postal bill passes or is defeated, there is likely to be a good deal of good grow out of the discussions to which it has given rise. The author of the Loud bill said in Congress the other day that between thirty and forty millions of dollars were uselessly squandered by the postal department every year, and that a business man or corporation could easily conduct the postal business of the country in a way to show from thirty to forty millions clear profit. Any one who will stop to think a minute will be able to understand the probability of the entire truthfulness of this statement.—*National Printer Journalist.*

AT a conference between a committee of the American Newspaper Publishers' Association and the presidents of the various express companies, it was alleged by Colonel McRae, of the committee, that though the express companies were nominally carrying newspapers at the government rate of one cent per pound, yet there were many inequalities owing to the unnecessary courtesies and privileges to certain papers. He went into details, giving figures that had been carefully gathered. These went to prove that the companies could carry newspapers at considerably less than the present rate if they would only equalize charges, throwing the burden on all the papers by wiping out the privileges enjoyed by some.—*Newspaperdom.*

A BAPTIST SPECIAL AGENT.

"BIBLICAL RECORDER,"
Organ of the Baptist Denomination,
J. W. Bailey, Editor.
RALEIGH, N. C., April 15, 1896.

Editor of PRINTERS' INK:

DEAR SIR—I have been requested to discuss in our next meeting the subject, "Is it practicable to have an Eastern advertising agent to represent all of the papers in the Southern Baptist Press Association?"

Will you give me the addresses of several agents who would make propositions in view of a favorable issue of this discussion, in order that I may correspond with them? Thanking you in advance, J. W. BAILEY.

Bro. Bailey should prepare an advertisement inviting proposals from would-be agents, and insert the same in PRINTERS' INK. He will get a whole lot of names in this way.

AT the annual meeting of the stockholders of the Boston Herald Company, held on Wednesday, April 22, the following officers were elected: Board of directors, John H. Holmes, Edwin B. Haskell and Charles H. Andrews; treasurer, John H. Holmes; clerk, Alfred T. Waite.

AD-VERT: TO MAKE KNOWN.

Statements as to the publications having the largest circulations in a city, county, congressional district, State or section, which are gathered from a perusal of advance sheets of the American Newspaper Directory, and similar to those now appearing in PRINTERS' INK, convey information which is of a good deal of advertising value for home use by the paper so fortunate as to occupy the foremost position, and thus entitled to the prominence thereto accruing. The accompanying advertisement, cut from the Tilsonburg, Ont., *Observer* of April 17th, is an illustration of the manner in which one publisher avails himself of the advantage that so unquestionably belongs to him. The announcement occupied in the paper a three and one-half inch double column space.

Advertisers!
Note These Facts.

Out of 361 weekly newspapers published in Ontario the American Newspaper Directory, which is in its field as reliable as Bradstreet's or Dun's reports, accords a circulation rating in actual figures to only 87; but The Observer is one of the 87, and the publishers of the Directory guarantee the accuracy of the rating of this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The gleanings from the Directory are so many rays of light thrown upon the work. They enable the observer to detect flaws wherever such exist. A fault discovered and pointed out may be remedied and caused to disappear from future issues. So long as a fault remains unknown or unsuspected its cure is not probable. Every publisher of a newspaper who placed on file at the Directory office a true statement concerning all the issues of his paper for the year 1895, and signed and dated it, and who finds, when the Directory appears, that his paper is not rated in accordance, is promised a written apology and a check for $100 for the discovery of the error.

In the meantime those publishers who have drawn prizes, as shown by the Directory rating, are wise in making good use of them, and taking every opportunity for letting the public know the proud position they occupy—before some enterprising neighbor crowds them off the coveted perch.

IN SACRAMENTO.

The publishers of the Sacramento (Cal.) *Bee* have inaugurated an ingenious system of obtaining, for the benefit of the patrons of their advertising columns, such reliable information concerning the power of the paper to benefit its advertising patrons as the careful and thoughtful among them are always eager to obtain. It is to the pages of PRINTERS' INK that American advertisers look for information and suggestions in such lines, and space is cheerfully accorded to Mr. McClatchy to set forth the story of his enterprise, and the results thereof.

SACRAMENTO, Cal., April 11, 1896.

Editor of PRINTERS' INK:

The intelligent advertiser becomes each day more persistent in his demands for knowledge as to the exact character of the publicity for which he is paying the newspaper first-class rates. Recognizing the advertiser's right to such knowledge, *The Bee* has regularly compiled, and thrown open to the inspection of its advertisers, what it has called circulation block books or subscription directory. The plan was originated by myself, and first utilized here in 1891, since which time it has been yearly continued. It calls for a thorough canvass of the city, and a compilation, from reports, of the block books, showing, by street and number, the location of every house in the city, name of occupant, what dailies are regularly received from carrier, etc. Each street is kept separate and the segregations and footings furnish, therefore, a qualitative as well as quantitative analysis of that most valuable element of a newspaper's circulation, its local carrier routes.

The block books are of value in enabling the subscription department to intelligently supervise the work of local canvassers, but they are even more valuable in furnishing advertisers with a panoramic statement of local carrier circulation, which answers every question that the shrewd advertiser might ask

The statements printed below furnish the segregations of local carrier route circulation (about half its entire circulation) of *The Bee*, as well as of other Sacramento daily newspapers in January, 1896. It will prove of interest for the ideas it may suggest. Other newspapers have made inquiry as to the details of the system, and I understand that several in other States are now following plans more or less similar.

V. S. MCCLATCHY,
Business Manager *The Bee*.

Mr. McClatchy quotes from one of America's most famous business men: "I would rather have my advertisement in one paper reaching the homes, than forty sold on the streets." — *Marshall Field.* And proceeds with assertion and argument as follows:

The "carrier routes" of a newspaper, on which it is daily delivered at the houses of regular subscribers by carriers, who collect therefor once a week or month, form the most valuable element of circulation to the intelligent advertiser. Each paper so delivered is carefully and leisurely read by, or for, from three to six or more persons, each one of whom is usually an admirer of the paper. The advantage to the advertiser of space in a paper so read, in contrast with the benefits derived from a paper sold on the street or cars, and thrown aside after being hurriedly glanced through, is apparent without explanation.

The *Evening Bee*, of Sacramento, California, has, so far as known, a larger paid carrier route circulation in the city of publication, in proportion to population, than has any other newspaper in the United States. Its publishers, in 1892, for the purpose of establishing such fact, inaugurated the compilation of "Subscription Block Books," a plan original with them, such books furnishing a record of the location of every house in the city, the name of its occupant and the newspapers regularly delivered to him and paid for. Such block books are now regularly compiled by *The Bee* once a year and thrown open to the inspection of advertisers or any one authorized to act for them.

The figures herewith give the results, by streets and in total, of the canvass made in January, 1896. The results are given by streets, that the advertiser may see that, no matter what he has to sell, he can best reach the class that will purchase it through *The Bee*. Whether it be something that appeals to those who board in hotels or those who keep house; to the business man; to the wealthy house owner or the modest cottage dweller, a glance at the tabulated figures shows the superiority of *The Bee's* circulation among all classes and in all districts. The handsomest residences and wealthiest people, as a rule, will be found on G, H, I and N streets and portions of L, O and P. The poorest class will be found in some of the alleys.

Every care has been taken and the results carefully checked. In the previous block books, local advertisers, who were invited to make up lists of houses all over the city and the papers taken in each, and compare them with *The Bee's* reports on such particular houses, discovered but one error. It is improbable that there will be many this year.

At this point Mr. McClatchy introduces the following summary from what he calls "The *Bee's* Subscription Block Book" for January, 1896:

Residence Streets and Alleys.	Number Houses.	Number of Houses Occupied.	Houses Receiving any Local Newspaper.	*Bee* Subscribers.	Take the *Bee* Only.	*Bee* Subscribers Take *Record-Union*.	*Record-Union* Subscribers.	Take *Record-Union* Only.
A	1	1	1	1	0	1	1	0
B	6	6	5	5	5	0	0	0
C	48	42	30	23	23	0	7	7
D	88	81	54	38	35	3	19	16
E	143	132	90	66	47	9	28	19
F	137	128	94	57	47	10	47	37
G	189	179	141	102	77	25	64	39
H	202	193	177	131	69	62	108	46
I	241	223	187	138	81	57	106	49
J	228	214	180	129	90	39	90	51
K	167	158	128	93	65	28	63	35
L	343	312	216	163	91	72	125	53
M	282	255	222	169	102	67	120	53
N	308	291	242	188	136	52	106	54
O	346	317	278	200	124	76	150	74
P	239	227	187	125	90	35	97	62
Q	198	185	142	97	80	17	62	45
R	23	20	7	3	2	1	5	4
S	52	43	24	19	18	1	6	5
T	42	39	26	17	14	3	12	9
U	20	20	9	8	7	1	2	1
V	15	15	10	7	6	1	4	3
W	23	21	12	9	9	0	3	3
X	8	8	5	4	3	1	2	1
Y	16	13	3	2	2	0	1	1
Front	52	43	25	17	11	6	14	8
2d	115	97	59	48	37	11	22	11
3d	114	105	60	45	33	12	27	15
4th	115	110	72	59	49	10	23	13
5th	79	74	57	44	41	3	11	8
6th	78	73	43	33	26	7	17	10
7th	137	129	105	81	53	28	52	24
8th	127	117	82	66	48	18	34	16
9th	111	96	69	50	39	11	30	19
10th	150	134	110	80	59	21	51	30
11th	80	80	64	47	35	12	29	17
12th	138	117	83	59	45	14	38	24
13th	91	86	65	46	37	9	28	19
14th	86	78	56	42	39	3	17	14
15th	68	63	51	40	30	10	21	11
16th	48	45	32	25	20	5	8	3
17th	44	39	30	18	15	3	15	12
18th	55	51	42	30	27	3	15	12
19th	41	38	29	17	15	2	14	12
20th	39	35	28	23	18	5	10	5
21st	31	29	21	14	10	4	11	7
22d	21	19	12	7	6	1	6	5
23d	36	33	20	14	13	1	7	6
24th	25	23	12	9	9	0	3	3
25th	16	13	8	6	6	0	2	2
26th	6	6	3	3	3	0	0	0
27th	7	7	5	5	5	0	0	0
28th	19	15	10	6	5	1	5	4
29th	9	8	6	3	3	0	3	3
30th	6	5	3	3	3	0	0	0
31st	8	7	2	1	1	0	1	1
C and D	2	2	1	1	1	0	0	0
D and E	7	5	1	1	1	0	0	0
E and F	1	0	0	0	0	0	0	0
F and G	17	16	7	6	6	0	1	1
G and H	16	14	1	1	1	0	0	0
H and I	7	5	0	0	0	0	0	0
I and J	9	9	0	0	0	0	0	0
J and K	13	12	7	5	5	0	2	2
K and L	10	8	2	1	1	0	1	1
L and M	38	32	10	7	7	0	3	3
M and N	32	32	5	3	3	0	2	2
N and O	26	23	11	8	8	0	3	3
O and P	11	10	2	2	1	1	1	0
P and Q	18	13	4	4	4	0	0	0
Q and R	27	22	9	6	6	0	3	3
R and S	4	4	1	1	1	0	0	0
S and T	1	1	0	0	0	0	0	0
T and U	0	0	0	0	0	0	0	0
U and V	0	0	0	0	0	0	0	0
V and W	0	0	0	0	0	0	0	0
W and X	0	0	0	0	0	0	0	0
X and Y	0	0	0	0	0	0	0	0
Front and 2d	11	11	1	1	1	0	0	0
	5556	5107	3796	2782	2020	762	1776	1014

Business Streets.	Number Houses.	Number of Houses Occupied.	Houses Receiving any Local Newspaper.	*Bee* Subscribers.	Take the *Bee* Only.	*Bee* Subscribers Take *Record-Union*.	*Record-Union* Subscribers.	Take *Record-Union* Only.
I	103	97	35	31	20	11	15	4
J	295	278	208	234	114	120	154	34
K	296	283	264	235	83	152	181	29
Front	13	11	10	10	7	3	3	0
Second	56	45	36	31	12	19	24	5
Third	44	38	17	14	6	8	11	3
Fourth	45	43	27	20	9	11	18	7
Fifth	27	23	15	9	1	8	14	6
Sixth	43	36	21	19	11	8	10	2
Seventh	28	26	23	19	7	12	16	4
Eighth	38	35	22	19	12	7	10	3
Ninth	28	27	18	13	8	5	10	5
Tenth	26	21	18	12	8	4	10	6
Eleventh	10	10	9	9	8	1	1	0
I and J	9	9	2	2	1	1	1	0
J and K	12	10	9	9	8	1	1	0
K and L	3	3	2	2	2	0	0	0
Slater's Ad	14	13	13	14	14	0	4	4
Business Sts	1079	994	814	702	331	371	483	112
Residence Sts	5556	5107	3796	2782	2020	762	1776	1014
Grand Total	6635	6101	4610	3484	2351	1133	2259	1126

It must be remembered that while the element of circulation herein tabulated is the most valuable, in character of *The Bee's* gross circulation, it only comprises one-half of such gross circulation, the balance including such items as suburban and out-of-town routes, train, street, counter, agents' and newsdealers' sales, and mail and express subscriptions.

The tabulated figures on Sacramento's carrier routes when analyzed are full of valuable suggestions. For instance, with 6,635 houses and stores in Sacramento city in January, 1896, 6,101 of them were occupied. Only about 8 per cent, therefore, were vacant after a period of unusual financial depression throughout the country. The number of houses in the city has steadily increased, as shown by the block books, from 5,699 in 1893 to 6,635 in 1896.

In Sacramento city, in January, 1896, with 6,101 houses occupied, 4,610, or four-fifths of such number, had a local daily newspaper regularly delivered by carrier at the doorstep, in addition to the many that reached the residences through street, counter and newsdealers' sales.

Of a total of 6,101 houses and stores in the city occupied, 4,610 of which take from carrier a local newspaper, 3,484 receive *The Bee*. That is to say, three-fifths of all occupied houses and stores in the city, whether they receive a paper or not, are regular carrier subscribers to *The Bee*, and three-fourths

of all houses receiving by carrier any local newspaper get *The Bee* every day, and pay for it.

Still again, of the 4,610 houses and residences receiving a local daily by carrier, while there are 3,484 that get *The Bee* in this manner, *there are* 2,351 *that receive no paper but The Bee.* That is to say, the occupants of 2,351 buildings in Sacramento—say from 10,000 to 12,000 people—cannot be reached by an advertisement unless it be placed in *The Bee.* And these 10,000 residents, as can be seen from the table, are equally distributed among all classes and conditions of people.

There are 1,126 houses and stores, less than one-fourth of the number that can be reached by any newspaper, at which *The Bee* is not delivered by carrier. This number was 1,141 in 1894, so that, notwithstanding increase in population, we are steadily cutting down the gross number of city residents who get news from other newspapers than *The Bee* We will give advertisers a list of these houses on demand.

There are 1,491 stores and houses in the city of Sacramento which do not have any local newspaper delivered by carrier at their door. Some of these doubtless receive *The Bee* through sales made by newsboys, business office or newsdealers, or through the head of the house, who brings the paper from the store with him in the evening.

The statement of carrier routes of Sacramento city shows for *The Bee* a circulation of 50 per cent in excess of that of any other local paper. It will be seen also that there are more houses that take *The Bee*, to the exclusion of all other papers than give admission to any other paper under any conditions.

Circulation and advertising record go hand in hand. That is to say, that while the shrewd advertiser seeks naturally the columns of the newspaper of established or conceded circulation for his business announcements, he does not continue to advertise in such newspaper if the returns from his advertising indicate that he was mistaken as to the quantity or quality of the paper's circulation. So, when an old-established newspaper shows the largest and a constantly-increasing record of advertising in its community, while its rates are the highest, it must mean that advertisers have ascertained, from their own experience, that it offers them the quantity and quality of circulation, which brings profitable returns to intelligent advertising.

From the record of advertisements, published by Sacramento newspapers for five years past, herewith submitted, it will be seen that *The Bee* is publishing 50 per cent more general advertising than, and twice as many want ads as, any other local paper, though its rates are the highest.

From the figures shown the summary is more easily taken in by the reader's eye as here set forth:

SACRAMENTO CITY, JANUARY, 1896.

Houses in City	6,635
Houses Occupied	6,101
Local papers delivered at	4,610
The Bee delivered at	3,484
Houses taking no paper but *The Bee*..	2,351
Record-Union delivered at	2,259
Houses taking no paper but *Record-Union*..	1,126

From this summary it would appear that three-fifths of all occupied houses in the city have *The Bee* delivered at their doors. Three-fourths of all houses receiving any newspaper by carrier are paying subscribers to *The Bee.* One-half of all houses receiving any newspaper by carrier receive no newspaper but *The Bee.*

Mr. McClatchy, not being superior to the supposed value of newspaper oaths, does not fail to back up his tables in the customary manner; and prints the following needless evidence. Needless and useless, because his own signature, the signature of any good business man who compiles and issues such a statement, is as good and strong evidence as can be furnished; and to its efficacy forty affidavits add nothing; but as people seem to enjoy affidavits, they are here reproduced:

STATE OF CALIFORNIA, } ss.:
COUNTY OF SACRAMENTO. }

Frank L. White and W. I. Wallace, owners of the city routes of *The Evening Bee*, being first duly sworn, each for himself, and not for the other, deposes and says: That the 1896 canvass of the particular district of Sacramento city made under his supervision, for the purpose of ascertaining the exact circulation of the various local newpapers therein, was honestly and carefully done, and that the results, as contained in *The Bee's* block books, have been carefully tested, and are as free from errors as is possible in a work of such magnitude. FRANK L. WHITE.
W. I. WALLACE.

Subscribed and sworn to before me, this 14th day of February, 1896.
[SEAL] GEO. B. KATZENSTEIN,
Notary Public in and for the County of Sacramento, State of California.

STATE OF CALIFORNIA, } ss.:
COUNTY OF SACRAMENTO. }

Miss Jessie Davis, being first duly sworn, deposes and says: That she has been engaged

for months past in the compilation of *The Bee's* subscription block books for 1896; that she has made a record therein of the canvass of the city showing the newspapers delivered at each house, as furnished her by Messrs. F. L. White and W. I. Wallace, managers of the city routes of *The Bee*, and that she has correctly segregated and footed such returns, and that the figures given herewith are a correct abstract of such footings and segregations. JESSIE DAVIS.

Subscribed and sworn to before me this 14th day of February, 1896.

[SEAL] GEO. B. KATZENSTEIN,
Notary Public in and for the County of Sacramento, State of California.

As a fitting wind-up to the whole story we are now furnished with the statement that

The Bee's rates are the highest in the city, and the following "corollary from the above five-years' advertising record, showing the total number of advertisements published by Sacramento newspapers":

"THE BEE."

	1891.	1892.	1893.	1894.	1895.
Want ads.	25,462	33,226	43,694	57,144	50,610
Other classified ads	17,843	29,478	27,983	28,208	31,634
Display ads.....	23,284	29,295	23,533	26,470	25,846
Starred readers..	4,667	5,365	11,654	7,661	9,747
Totals..	71,256	97,361	106,864	119,483	117,837

"RECORD-UNION."

	1891.	1892.	1893.	1894.	1895.
Want ads..	15,827	13,061	12,839	28,602	27,674
Other classified ads	14,197	17,495	13,531	17,058	21,717
Display ads.....	30,531	30,112	26,527	27,360	24,771
Starred readers..	5,188	4,399	3,568	3,560	4,733
Totals..	65,743	65,067	56,465	76,580	78,895

It is not inappropriate after all this showing to print the statement that: "The business of the advertiser flows to the newspaper that gives profitable returns for intelligent advertising."

To those who, after reading Mr. McClatchy's story and examining his tables, are led to remark that if PRINTERS' INK sticks to its oft proclaimed principles of never making any charge for what appears in its reading columns, the Sacramento *Bee* has succeeded in getting a four hundred dollar advertisement for nothing, PRINTERS' INK would take occasion to say that equal space on the same terms may always be had by any one who will furnish a story as interesting and told in as effective a way. There is and should be no objection on a publisher's part to giving away a good advertisement whenever the value to the reader is not injured by the benefit conferred on the man or institution so advertised. By its liberality on this point PRINTERS' INK has in times past secured many a valuable advertising patron.

NOTES.

THE *Ladies' Home Companion*, of Springfield, Ohio, issues a pretty booklet, giving special features for the next six months.

AN advertising novelty in the shape of a hand, actuated by an electric motor, which beckons to the passer-by, has been placed on the market by an English firm.—*Shoe Trade Journal.*

A STORY is told of a brewer in Pennsylvania whose favorite place of advertising was the fence of a graveyard, where he inscribed in large white letters: "Use Jones' bottled ale if you would keep out of here."

A BILL has been introduced at Albany forbidding stuffing of letter boxes in private residences with advertising matter, or any printed matter, except that placed there by letter carriers, newspaper carriers or telegraph messengers.—*Fourth Estate.*

THE Faultless Chemical Co., of Baltimore, proprietors of the Faultless Pepsin Chips Chewing Gum had a good itinerant ad recently in New York City. Two pretty bicycle girls in bloomers were sent through Central Park together on their wheels, and on their backs was the simple card, "Two Faultless Chips."

PREVIOUS to 1853 Great Britain had a duty on all advertisements, and this contributed no small sum to the revenues, the duty for that year being £172,570. This system of taxation was very unequal and oppressive, the duty being the same on an advertisement of the sale of an estate and a servant's application for a position.—*National Advertiser.*

THE Emerson Drug Company has just gotten out a pretty little booklet entitled, "The Fighting Strength of Nations." Top and bottom of each page it gives the particulars of land and marine forces of all the leading powers, while the center of the page is filled with a verse and illustration alluding to the particular nation. And after reviewing in turn all the foreign powers and their respective fighting strengths, the poet archly suggests that nerve and brain are Uncle Sam's chief qualities, and both are, of course, assisted by Bromo Seltzer.

EDITOR ST. CLAIR MCKELWAY paid the following tribute to Charles A. Dana in a recent Lotus Club dinner in New York City, given in honor of Mr. Dana: "We greet him," said Mr. McKelway, "as the coroneted, though still robustly combative, Nestor of a profession which keeps friendships without flattery, which discusses differences without temper, and which recognizes in illustrious abilities a precious possession to the credit of the collective fourth estate. Time has not withered or custom staled his infinite variety of resources. His eye is still undimmed, and his natural force is not abated. May many unresting years of labor, according to his lights, still be his for his calling, his country and his kind, in the full assurance that the journalism which he has made greater, and the literature which he has made richer, will be both the just and the considerate custodians of his unique fame in the world."

"THE OREGONIAN."

Mr. E. G. Jones, of Portland, Oregon, now and for nearly ten years past the sole manager in charge of the advertising department of the great newspaper of the Pacific Northwest, recently said to PRINTERS' INK:

The Oregonian is in a position to claim that it is the *one paper of general circulation* in a larger field than is covered exclusively by any single medium in the United States. Like many well established institutions *The Oregonian* took advantage of the general unsettled conditions of business during 1893 and 1894 to broaden and widen its facilities for fully occupying its old-time position at the head and front in the region which for a generation has been peculiarly its own. While the policy of other papers in the Pacific Northwest has been one of general retrenchment the policy of the management of *The Oregonian* has been even more aggressive and progressive than ever adopted before.

At an expense of nearly $50,000, Linotype machines were introduced in 1894, and the paper is publishing to-day twenty-five per cent more news than it ever gave its readers at any time in its previous history. By the radical reduction in the price of the daily from twenty-five cents to fifteen cents a week, made on the first day of July last, the circulation has since that time shown a very great increase.

Some idea of the prestige *The Oregonian* enjoys in the Northwestern field can be adduced from the fact that during the past twenty years a million dollars has been spent in efforts to establish in Portland a paper to rival *The Oregonian*. That every one of these efforts has proved futile is explained by the admitted fact that no city in the United States of the size of Portland has or does to-day support a paper of the broad scope and magnitude of *The Oregonian*. The one reason why *The Oregonian* has so long maintained its unquestioned prestige in the Northwestern field is that it has at all times been in the position to demand such recognition in all the vast territory contiguous to Portland, that no other paper has ever been able to gain even a foothold beside it.

HISTORY OF "THE OREGONIAN" NEWSPAPER.

There was but a very slender foundation of a community in Oregon when *The Oregonian* newspaper appeared upon the scene Oregon, though it had then a great area, covering not only the present State of this name, but also the newer States of Washington and Idaho and a large part of Montana, was, in fact, to the world but a mere geographical expression. During some years prior to this time a few settlers had been coming in, and the total population of this whole region in 1850 was perhaps 12,000. Portland was a village of 700, and was obtaining the name and fame of the chief town of the Pacific Northwest.

But there was, as yet, no newspaper at Portland, and the ambitious men of the new city were resolved there should be one. Portland must have a newspaper to make her name known, to record her growth, to advocate her interests, to carry her message to the world; she must have a newspaper, moreover, to set forth the attractions of the country, to represent its possibilities, to prove to all who would read that here was a seat of coming empire. The time had come for Portland to reach out for trade, to assert her position in respect to external and internal commerce. William W. Chapman and Stephen Coffin, two citizens who took a leading part in all undertakings to establish Portland, were in San Francisco on the Fourth of July, 1850. There, and about that date, Mr. Coffin happened to meet Thomas J. Dryer, a native of Ulster County, New York, who had recently arrived in California. Mr. Dryer had worked on the country press in his State. He had brought with him to California a hand printing press and a small lot of printing material, and was looking for a place where he might start a newspaper. Mr. Coffin introduced him to Mr. Chapman, and the two explained to him that they wanted a newspaper at Portland. Mr. Dryer at once consented to come to Portland. "Now we shall have a paper at Portland," said Mr. Chapman, "and we will call it *The Oregonian*." As soon as practicable Mr. Dryer's press and material were shipped, but did not arrive at Portland till November. Messrs. Chapman and Coffin took great interest in the forthcoming journal; they assisted Mr. Dryer in furnishing a publication office; they sat up all the night preceding the issue of the first number, and there was a series of solemnly amusing ceremonies as the first paper came off the press. It was a sheet of four pages, six columns to the page, and was to be published weekly. On the morning of December 4, 18 0, the first number was delivered through the town by Arthur and Thomas, sons of Mr. Chapman, and by Henry Hill, step-son of Mr. Coffin. The subscription price of this little paper was $7 a year. Mr. Chapman hired a man to go on horseback and deliver the first number as far as Corvallis (then Marysville) on the West Side, with instructions to cross there and deliver it on the East Side upon his return. Thus *The Oregonian* was given to the world.

Plunging into the discussions that attended the efforts to settle a new country and to lay the foundations of its growth, and adding no little to the controversies and contentions that grew out of such a situation, *The Oregonian* at once became well known. An incisive vigor characterized its work. Mr. Dryer was an aggressive and spirited writer, well suited to the requirements of pioneer journalism. There was little of what would now be known as news; Oregon was remote and isolated; intercourse with the outside world was infrequent, and the journals of that day gave little attention to reporting the ordinary incidents and affairs of their own localities. During the first ten years of the existence of *The Oregonian*, the Territory, and then the State, were controlled by the

Democratic party, and opposition was virtually hopeless. But *The Oregonian* never relaxed its efforts against the overwhelming odds in politics, and it was the steady champion of the interests of Portland against all rivals. At first it received its news from abroad at irregular intervals, as vessels would come in from San Francisco; but after a time there was a monthly steamer, and later two steamers a month; while San Francisco herself received the news of the world from New York, by the Isthmus of Panama, often after it was a month old. Many times *The Oregonian* exhausted its slender stock of white paper, and for weeks together would be compelled to appear on colored sheets, but it never missed an issue or begged the indulgence of its readers for imperfections or omissions. It was always on time, with the best it could give.

The paper had been published nearly three years when Henry L. Pittock came to it. He was a practical printer, a youth of steady habits and untiring industry, and he it is who made *The Oregonian*. He came across the plains with the emigration of 1853, was in Oregon City in October of that year, and about November 1st came to Portland to seek work at his trade. He was engaged at once, and upon him gradually fell the duty of publishing the paper. Mr. Pittock was just the man it wanted, and to this day he has continued the soul of its management, carrying the paper from one stage of improvement to another, and rising continually to meet every new opportunity and to fill every new demand of the situation. Nay, more; he has anticipated possibilities, and has kept *The Oregonian* at all times ahead of the general development of the country. To him, more than to all others, it owes the triumph of its career.

It was slow business for many years, for growth was hardly possible under the limitations of pioneer life in so small and so sparse a community. The earnings of the paper were small and debts accumulated. Mr. Dryer, through its columns and through his activity in the small politics of the time, kept himself continually before the people and was one of the prominent figures of that day; he was several times a member of the territorial legislature, where he was as aggressive as in the columns of his newspaper; and later he was a member of the convention that framed the constitution of the State. He was a sturdy character, a man for the times, and the paper under his direction was a positive force in Portland and throughout Oregon.

In 1860 Mr. Dryer was chosen one of the electors of Oregon on the Lincoln presidential ticket. He now looked for official recognition from the administration and obtained it. After an experience of ten years he had found that there was no profit in the way of business in conducting a weekly paper in a new and sparsely-settled State, and the day of the daily newspaper here had not come and could not be foreseen. An official position was considered better than *The Oregonian* of that day, and Mr. Dryer accepted the offer of the mission at the Hawaiin Islands. Owing Mr. Pittock quite a sum for services, Mr. Dryer gave Mr. Pittock *The Oregonian* for the debt and in a short time took his departure for Honolulu, where he remained several years as the representative of the United States.

Mr, Pittock now had to find means to publish the paper on his own account. The paper was in debt. There were other newspapers in Portland that divided with it the little business. Mr. Pittock's first resolve on coming into possession of *The Oregonian* was to start a daily also. On the fourth day of February, 1861, he issued the first number of the *Daily Oregonian*. The weekly had then been published ten years and two months. The first number of the daily was a paper of four pages, four columns to the page. As the civil war was just then breaking out great efforts were made to get news. Patience, industry, application and skill had the usual result. *The Oregonian's* vigorous espousal of the national cause in the crisis of the rebellion led the people to look to it not only for the news, but for expression of the national sentiment of the Northwest.

Then, and for a long time afterwards, the news of the world came to Oregon wholly through San Francisco. In 1861 there was a weekly steamer from San Francisco to Portland, which was the main dependence; so Portland got a week's news at a time. California now had telegraphic communication with the East, and not much later extension of a line from California and Oregon began. As this line approached Oregon the time was shortened. Brief news reports were taken off at Redding, then at Yreka, then at Jacksonville, and forwarded to Portland by daily mail, then first established. *The Oregonian* was foremost in getting news, and as the war news of those days was eagerly sought, the paper quickly took the leading position as a medium of news that it has ever since maintained. In the early part of the year 1864 telegraphic communication was established between San Francisco and Portland, and *The Oregonian* began to receive regular telegraphic reports, which, however, for a long time gave only a bare outline of most important news. The rates were high, the resources of the paper were small, there was but a poor system of gathering news at that day, and even the journals of San Francisco were obliged to content themselves with slender reports, though the news was of the most important character.

Other papers were started but they were short-lived. In the year 1866 the *Oregon Herald*, daily and weekly, was started; it was a democratic paper, was backed by a good deal of money. The *Herald* was published ten years. It was able to get the same telegraphic news as *The Oregonian*, but it never was prosperous, probably never paid its way, and when its resources were finally exhausted it was forced to succumb. While this competitor was in the field *The Oregonian* had still another to meet. In 1870 Ben Holladay started the *Oregon Bulletin*. This paper he backed lavishly, but it was always a losing business, and after a career of a little over five years it gave up the ghost. A third formidable effort was made in 1880, when the *Portland Daily News* appeared. This paper was as unsuccessful as its predecessors. The original proprietor, after losing a great amount of money, abandoned it, and it passed from the hands of one to another, till finally after a career of six or seven years it suspended. These instances are given as part of the history of *The Oregonian*, since they tend to show that it does not owe its position and success to absence of competition or to the fortune of opportunity, but to vigilance, management and hard work.

Of the editorial management of *The Oregonian* after Mr. Dryer's time it now remains to speak. During some months there was no regular editor. Mr. Pittock got work done as he could and superintended it himself. In 1861 Simeon Francis, who had long published the Springfield (Ill.) *Journal*, came

to Oregon and took the editorship of *The Oregonian*. His experience as an editor and his general knowledge of newspaper work were very serviceable. He was an old friend of President Lincoln, who presently made him a paymaster in the army, and in 1862 he withdrew from *The Oregonian*. His successor was Amory Holbrook, an able man, who held the position about two years. After him John F. Damon and Samuel A. Clarke were editors successively. In May, 1865, Mr. Clarke resigned and Harvey W. Scott succeeded him. Mr. Scott had come to Oregon in his early boyhood, had educated himself amid great difficulties, and was glad of an opportunity to show his willingness to work. In his hands continuous and laborious editorial work upon *The Oregonian*, by one who had no thought beyond doing his best and his utmost for the paper, began.

With the exception of the interval between October, 1872, and April, 1877, *The Oregonian* has ever since been under the editorial direction of Mr. Scott. Since then *The Oregonian*, as known to-day, has been created.

An essential condition of successful journalism is machinery for quick work. At the very outset of his career as publisher Mr. Pittock grasped this fact. As quickly as possible he put in a cylinder power press, a small, but sufficiently effective machine. It threw off 1,200 sheets an hour, printed on one side, or 600 complete papers, and this was so much faster than anything ever before in use in Portland that it gave *The Oregonian* a decisive advantage over its rivals. The little machine was no small factor in working out the newspaper problem in Portland. It did its work admirably for ten years, when it was superseded by a machine of double its capacity, which, within a few years more, had to give way for one faster still. By 1884 the circulation had grown to such magnitude that a hand-feeding machine was no longer available, and a machine printing from a continuous roll and delivering 12,000 papers an hour was put in. This, in turn, was displaced at the beginning of the year 1892 by a machine of latest make and greatest capacity, throwing off 24,000 papers an hour, and printing any number of pages, from four to twenty-four, as desired.

Till about twelve years ago the Associated Press, used so generally by Eastern papers, did not deliver news reports to Pacific coast journals. Their service was obtained through a private association, at the head of which were three journals of California. But in 1880 the Western Associated Press, whose management is at Chicago, offered to furnish a report for the Pacific coast. Its own resources and its relations with the New York Associated Press enabled it to offer a very full and efficient service. *The Oregonian* dropped its old connection with the California Press and entered the Western Associated Press as one of its members. This arrangement has been of great value to the paper. Later it became a member of the United Press of New York and Chicago. It supplements its regular reports with special news, gathered chiefly at Washington City and throughout the Pacific States, covering matters of special interest that the press associations, working on general lines, do not attempt to handle.

The Oregonian is not a product of chance or fortune. It has been created by untiring effort, by ceaseless labor, by unwearied attention, devoted to a single end. Of the importance of Portland as a city, of the extent of the business of Portland and of the supereminent position of the city in the Northwest, there is no clearer or surer attestation than the pages of this newspaper. It bears Portland's message every day to all parts of the vast country of which Portland is the principal city, and it reports all parts of that country every day to Portland. It is an exchange of intelligence, a medium of discussion, a sort of clearing-house of opinion for its own region, and it is, moreover, a daily mirror of all the principal transactions of the world.

TO REMEDY ONE POSTAL ABSURDITY:

In the House of Representatives, December 9, 1895, Mr. Morse of Massachusetts introduced the following bill:

A bill to equalize the postage on monthly publications when admitted to be carried as second-class matter.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that from and after the passage of this Act monthly publications, and other publications less often than weekly publications, when admitted as second-class matter under the postal laws of the United States and deposited in letter-carrier post-offices, shall be charged at the same rate and no more than is now charged under existing law for the carriage of weekly publications admitted as second-class matter. And in no case shall a higher rate be charged such publications when delivered in a post-office nearest to the office of publication than is charged for transmission to the most distant post-offices in the United States.

The object of this bill is to repeal the following Act of Congress of March 3, 1879, relating to second-class mail matter:

The rate of postage on newspapers, excepting weeklies and periodicals not exceeding two ounces in weight, when the same are deposited in a letter-carrier office for delivery by its carriers, shall be uniform at one cent each; periodicals weighing more than two ounces shall be subject, when delivered by such carriers, to a postage of two cents each, and these rates shall be prepaid by stamps affixed.

By this Act of March 3, 1879, monthly and other publications issued less often than weekly are compelled to pay at the office of publication (always a free delivery office), if weighing only two ounces or less, from eight to thirty times (according to weight) as much postage as would be required to deliver the same matter in the other cities of New York, Philadelphia, Boston, Chicago, Cincinnati, or even in far off San Francisco. For instance, *The Mission Day Spring* is published monthly at Boston, Mass. It takes thirty copies to weigh one pound, for which, under the Act of March 3, 1879, one cent each is required on each paper, or thirty cents a pound, when sent to any one of the twenty-five post-offices under

the jurisdiction of the Boston post-office. These same thirty copies can each be sent to as many different persons and delivered to their residences in New York, Philadelphia, Baltimore, Cincinnati, Chicago, St. Louis, San Francisco, or to any other free delivery post-office in the United States (except to the twenty-five post-offices under the Boston post-office), at the pound rate of *one cent!* It costs thirty cents to deliver these papers in Boston, but only one cent to deliver them in San Francisco—three thousand miles away! All of the cities and towns in the United States are burdened with the iniquity of this wholly unjust Act of Congress. The passage of the Morse Bill would allow *The Mission Day Spring* to send thirty copies to any of the twenty-five post-offices around Boston just as cheaply as the same thirty copies could be sent to any other city or town in the United States, namely, for one cent instead of thirty cents per pound now required for delivery in Boston.

When the publication weighs two and one-eighth ounces, like *The Household* published at 110 Boylston street, Boston, Mass., then two cents postage is required under the Act of 1879. But when it weighs twenty ounces, as *Harper's Monthly* weighs for the current month, then only two cents is still required under this act. Indeed, only two cents would be required if the publication weighed twenty pounds—if it were practicable to print so large a publication in a single issue. So it will be seen that this postal law, like many other laws, seems especially to favor large and wealthy publications, and to lay very oppressive and unequal and unjust burdens on the humbler periodicals.

Right in line of this trend of this wholly unjust Congressional action in regard to small monthly publications, the following Act was passed on June 9, 1884:

That the rate of postage on newspaper and periodical publications of the second class, when sent by others than the publisher or news agent, shall be one cent for each four ounces or fractional part thereof, and shall be fully prepaid by postage stamps affixed to said matter.

The Post-Office Department has decided that publishers of monthly publications must pay thirty-two cents per pound on their own publications (if weighing a half ounce or less), when sent under a single cover, while every other citizen of the United States (except the publisher) can send the same publications under the same cover and to the same person for eight cents—or one cent for each four ounces, under the Act of 1884. But the publishers could send precisely the same matter to any other town or city (except the post-office of publication) in the United States, at the pound rate of one cent! No man will believe that such an unjust, inconsistent and incongruous postal law of the United States is possible, until confronted with the statutes of the United States, as above quoted.

Even the Post-Office Department is forced to admit that this iniquitous postal law should be repealed, root and branch, and at once. Hon. Eugene F. Loud, chairman of the Committee on Post-Offices and Post-Roads in the House of Representatives in Congress, notified some publishers in Boston, Mass., that this committee would hear them on the merits of this Morse Bill on Tuesday, March, 31, 1896, at 11 a. m. Accordingly a representative was sent to Washington, D. C., to advocate before this committee the merits of this Morse Bill. The result was that, after a full investigation, the committee unanimously agreed to report this Morse Bill to the House for its favorable action.

The Morse Bill has also been already introduced into the Senate by Mr. Lodge, of Massachusetts, and referred to the Senate Committee on Post-Offices and Post-Roads. Wednesday, May 15, 1896, has been set for a hearing on the merits of this bill before this Senate Committee, but the hearing may be obliged to be deferred till Wednesday, May 22, 1896. If the bill can pass the Senate, it is thought that the concurrent action of the House can be more readily obtained.

SARCASTIC.

The *Dramatic Times* of New York waxes sarcastic thus:

Marie Studholme has indorsed Sozodont as a fine tooth wash. It is not known what she is paid for this service.

John Drew has indorsed Hoff's Malt Extract and gets all he wants free for the balance of his life.

Lillian Russell says a certain fibre chamois is the only thing for women to use. Miss Russell knows nothing about it. Her dressmaker is a better judge. She has the advantage of receiving a free advertisement out of the indorsement.

Paine's Celery Compound is approved of by Modjeska, and of course that makes it perfect. Chances are Mme. Modjeska never heard of it.

Cissy Fitzgerald uses Cravenette cloths because the manufacturer gave her enough to secure an indorsement.

THE NEW YORK SPECIAL AGENTS.

W. E. Scott.

W. E. Scott was born in Illinois, near Chicago, in 1848. He received most of his education in Western New York, where he went at an early age, and where he worked on a farm during the summers. He supplemented this education by a course of commercial training and afterward traveled considerably as a salesman for various concerns. He "located" in St. Louis in 1877, and remained in that city for twelve years, a portion of the time engaged in placing advertising for a proprietary medicine house. Four years ago he came to New York as a special representative, with an office at 114 Nassau street. In the beginning he represented only German papers, but has since added a number of English papers, and says he expects to drop

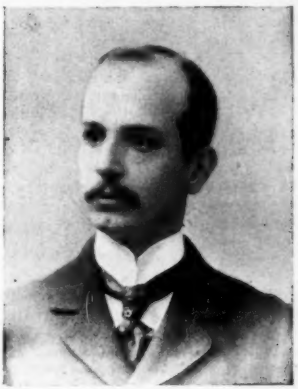


the German papers largely in the future, and devote himself to papers printed in English. Mr. Scott represents the following papers:

INDIANA.	
Evansville	Courier
MICHIGAN.	
Detroit	Volksblatt
NEW YORK.	
Buffalo	Democrat
OHIO.	
Cleveland	Waechter and Anzeiger
Toledo	Commercial
Toledo	Express
PENNSYLVANIA.	
Oil City	Derrick
Bradford	Era
Pittsburg	Beobachter

F. St. J. Richards.

F. St. J. Richards was born in Richmond, Va., on Dec. 21, 1866. His family moved to Brooklyn when he was quite young, and he attended the public schools there. Later he went to military school at Bingham, N. C., and then was "polished off" at Packard's Business College in New York City. In 1884 he obtained a position as bookkeeper in a mercantile house, where he remained until 1889, when he connected himself with F. T. Mc-



Fadden, then representative for the Chicago *Tribune*, St Louis *Globe-Democrat*, Louisville *Courier-Journal* and Cincinnati *Commercial-Gazette*. Mr. McFadden died in 1892, and Mr. Richards then became special representative for the St. Louis *Globe-Democrat*, which position he has held ever since. His office is in the Tribune Building.

Thos. D. Taylor was born in Johnson County, Missouri, in 1870, and received his early schooling in the district schools. His first newspaper experience was at 13 years of age, when he acted as local agent and correspondent for the Kansas City *Times* at Nevada, Mo. He was shortly afterwards made correspondent for the St. Louis *Post-Dispatch* and Associated Press. At 16 he was made city editor of the local paper, the *Mail*. In 1887 he went to Kansas City and was employed on the *Times*, doing work in the business office during the day, and on the editorial staff during the night. He was later made advertising clerk. In 1889 he became business manager of the Kansas City *Globe*. In September, 1890, he accepted a position as business manager of the Memphis *Appeal*. Shortly afterwards the *Avalanche* was

purchased by the *Appeal*, and the two papers were consolidated under the name of the Memphis *Appeal-Ava-*



THOS. D. TAYLOR.

lanche, and he became business manager, which position he held until May 1, 1893, when he resigned, and came to New York as special agent. He now represents :

ARKANSAS.
Little Rock.....Gazette
MISSOURI.
Springfield.....Republican
Kansas City.....Mail
TENNESSEE.
Nashville.....Cumberland Presbyterian
Nashville.....Sunday School Comments and Rays of Light
Nashville.....Bible Study



OSCAR L. MOSES.

O. L. MOSES was born in New York City in 1865. He attended the public Schools, and in 1882 started in to work with a Wall Street house. In 1886 he became a member of the Consolidated Stock and Petroleum Exchange. In the fall of 1889 he became connected with PRINTERS' INK, remaining with The Little Schoolmaster until Feb., 1892. Then he had various experiences as advertising manager with several papers. In November, 1892, he opened a New York office as special agent for a small number of newspapers, and located at 10 Spruce Street. His business increased rapidly there, and he soon removed to larger quarters in the Vanderbilt Building. He is now located in the American Tract Society Building, representing the following list of papers:

CONNECTICUT.
Meriden.....Journal
Bridgeport.....Standard
KANSAS.
Atchison.....Champion
MAINE.
Portland.....Argus
MASSACHUSETTS.
Fall River.....Herald
NEW HAMPSHIRE.
Dover.....Democrat
NEW JERSEY.
Camden.....Review
NEW YORK.
Elmira.....News
PENNSYLVANIA.
Scranton.....Times
Erie.....Times
SOUTH CAROLINA.
Columbia.....Register
WISCONSIN.
Superior.....Leader



STEVE W. FLOYD.

STEVE W. FLOYD was born at Barbour, Alabama County, Ala., on Aug. 29, 1869. In 1878 he came to Chattanooga, Tenn., where he was for a time route boy for the Chattanooga

Democrat, soon rising to higher positions. He worked for several newspapers in Alabama and Tennessee in various capacities until Jan. 1, 1895, when he came to New York to represent a small number of Southern newspapers. Mr. Floyd makes a specialty of Southern papers. His office is in the American Tract Society Building. He now represents the following list of papers:

ALABAMA.
Mobile.....News

GEORGIA.
Savannah.....Press
Atlanta.....The Looking Glass

KENTUCKY.
Lexington.....Morning Herald

LOUISIANA.
New Orleans.....Item

TENNESSEE.
Knoxville.....Tribune
Knoxville.....Sentinel
Chattanooga.....News

TEXAS.
Houston.....Age
Fort Smith.....News Record

VIRGINIA.
Norfolk.....Ledger
Norfolk.....Landmark



H. P. HUBBARD.

MR. H. P. HUBBARD was born at Deep River, Conn., Dec. 29, 1845. He commenced carrying a newspaper route at the age of twelve, and did all sorts of newspaper work until about six years ago, when he came to New York to do special work. He now represents:

MASSACHUSETTS.
Springfield.....Good Housekeeping
Springfield.....Amateur Gardening
Springfield.....Paper World

NEW YORK.
Rochester.....Vick's Magazine
New York.....Weekly Witness
New York.....Sabbath Reading

S. E. LEITH.

S. E. LEITH was born July 3, 1868, at London, England. In 1875 he came to New York, where he attended the public schools for three years. His first experience with newspapers was as a newsboy. In 1884 he secured a position with the Geo. P. Rowell Ad-



vertising Co., where he remained until 1892, in that time filling successively every position in that concern. Mr. Leith says that whatever success he gained later is a result of the training secured during these eight years. He then worked for John F. Phillips' Advertising Agency for one year, and was connected for a year with the New York office of Chas. H. Fuller's Agency. On Jan. 1, 1894, he started out as a special agent with a capital of $7.80. His office is at 10 Spruce street. He now represents the following list of papers:

ILLINOIS.
Chicago.....Drovers' Journal
Chicago.....Daily Sun
Chicago.....Citizen
Galesburg.....Mail

NEW YORK.
Elmira.....Evening Star
Albany.....Sunday Telegram

OHIO.
Columbus.....City and Country

PENNSYLVANIA.
Mauch Chunk.....News

VIRGINIA.
Alexandria.....Times

WISCONSIN.
Milwaukee.....Yenowine's News

PHILIP RITTER was born in Germany April 5th, 1867. He came to America in 1871, and received a common school education in New York. In 1880 he entered the advertising

agency of M. Volkmann & Co., and remained there until 1888. He then became clerk in the office of the New York *Press*, where he rose successively to be chief clerk, advertising manager



PHILIP RITTER.

and assistant publisher; when the *Press* was sold in 1895 he went to work on *Munsey's Magazine*, leaving that to become a special agent, in the early summer of last year. His office is in the new building of the American Tract Society. Mr. Ritter represents the following papers:

MASSACHUSETTS.

Worcester	Spy
Boston	Waverley Magazine

OHIO.

Springfield	Farm News
Springfield	Womankind
Springfield	The American Issue
Springfield	Republic-Times
Springfield	Push

ILLINOIS.

Peoria	Transcript
Peoria	Times
Peoria	Farmer

GREELEY'S ECCENTRICITIES.

(From a speech by Amos J. Cummings before the Columbia Typographical Union of Washington, D. C.).

Like Lincoln, Greeley was born in poverty and reared in obscurity. With a thirst for knowledge, inherited from his mother, one of his most striking characteristics was correctness of spelling, and an everlasting desire to associate with those who could not spell. He was drowsy as a lad, and the drowsiness remained with him through life. He would sleep in the street cars, and his associates said he "could sleep as well as he could spell." When he was ten years old, he had borrowed, read and returned every book within seven miles of his father's house. He was not a college-bred man, and he used to say, "of all the horned cattle, a college graduate is the worst in a newspaper office." His family was so poor that a lady once found them all living upon milk and bread. Horace's mother said it cost less than three dollars a year to clothe him, and as a boy he persistently dressed in the most awkward country style. At fifteen he was apprenticed to a printer in Poultney, Vt., for six months for his board, and the remainder of five years for his board and forty dollars per annum. He learned to set type in one day as well as the average apprentice could in one month. He would never retort to a joke, but "stuck his nose in the space-box," and his intellectual accomplishments dominated the baser habits of printers. When copy ran out, he began to compose news items at the case, and as they went in the paper he soon found himself composing editorial paragraphs, which also went in. He never had a new suit of clothes in the five years of his apprenticeship, and walked home, five hundred miles away, twice in that time to see his mother. On one of these trips, when he passed through Saratoga, N. Y., he wrote his first newspaper article, which was published in his paper when he returned to work. He was twenty years old when he became a journeyman, and then worked in the smaller towns of the North, going to New York City sixty-three years ago. He entered New York by a towboat down the Hudson, with ten dollars in his pocket, and stopped first at a saloon, 85 Chatham street, for two dollars a week. The only work he could get was to set up an agate edition of a pocket Testament, which all other printers refused to work on. He was never a swift compositor, but was assiduous and correct, and made only five dollars a week by working fourteen hours. He looked so much like a block-headed countryman that he was fired from the *Evening Post* composing rooms simply on that account. He then worked on the *Commercial Advertiser*, and in 1832 Col. William F. Porter took him into the *Spirit of the Times*, and to keep his job he condescended to change his homespun suit for a five-dollar second-hand suit he got in Chatham street. Printers called him "The Ghost," and he was always lending them money. He had a natural repugnance to luxury and wealth. The first newspaper enterprise he was interested in was the *Morning Post*, which died in a month. He married a school teacher, who was attracted to him by one of his poems; and at the marriage ceremony he broke a custom of his previous life by wearing socks.

TO MAKE LUMINOUS PAPER.

In hotels in Switzerland the finest chromolithographed posters are seen, which look like ordinary landscapes in the daylight, but at night are luminous as with moonlight. These are made by printing the picture on a ground of sulphate of zinc, sulphate of strontium or sulphate of calcium, the first two giving a greenish light, only lasting a short time, while the last yields a yellow light which endures for thirty-six hours. The luminous color can be put upon the paper while being coated for chromo work, and the average coating factory can make the product. The coating must not be too thin, and should be applied several times. It is not practicable to obtain the luminosity in the pulp, as the luminosity is greatly lost in the presence of the fibre. For a novel kind of advertising matter it would seem that some enterprising maker of coated papers would find this a good thing to work out, as it is entirely new in this country, so far as we know.—*Paper Digest, N. Y.*

THE dealer in rubber goods should never stretch the truth in his ads.

HOW POSTAGE STAMPS ARE MADE.

Shortly after the stamp business had been taken out of the hands of private companies, and handed over to the Bureau of Engraving and Printing, the whole country was complaining of the poor quality of the work done. A lot of stamps had been sent out which refused to stick, having been improperly or insufficiently gummed. Little did the people know the difficulty Uncle Sam was laboring under then in creating a stamp plant from A to Z with inexperienced workers. But soon the Bureau of Engraving and Printing was able to invite the postmasters to return the imperfect stamps and get a new and better supply, for that first mistake had only resulted in a deeper study of the problem, and not only were ways found to correct the error, but new and improved methods were discovered and applied.

To have a clear notion of the complex processes employed for the production of so simple an article of public use as a postage stamp, it is necessary first to examine the paper. Unlike that used for money, there is little distinctively characteristic about the paper on which stamps are printed. It is merely first-class wood-fiber paper, with the Government's water mark, "U. S. P. S.," repeated again and again on its face to render difficult its counterfeiting. The counterfeiting of stamps is a rare crime, probably because the game is scarcely worth the candle. The offering of postage stamps at reduced rates, or even at regular rates in large numbers, by individuals, would be pretty sure to arouse suspicion, which would end in trouble for the counterfeiters. The theft of a few hundred dollars' worth of stamps printed at the Bureau of Engraving and Printing soon after the Government began to make stamps resulted in the prompt capture and conviction of the thieves, who are now serving long sentences.

Even the precaution of the water mark was not employed in the production of stamp paper before the Government took the matter in hand last year. In any stamps produced since April 29, 1895, you will find, if you hold them before a strong light, some portion of the water-lined letters, "U. S. P. S." This water mark is made at intervals of an inch or less all over the big sheets on which the stamps are printed. The date of the introduction of the water mark is already a matter of interest to stamp collectors.

After the paper is started in the actual process of stamp-making it has countings galore. When it finally is ready to issue in the form of red and blue and brown and green stamps, it has had no less than 52 separate and distinct countings. When the Bureau of Engraving and Printing makes a requisition on the loan division of the Treasury Department for stamp paper it must state specifically what is to be printed on the paper. If the bureau gets 10,000 sheets of paper to print two-cent stamps, it must account to the Treasury Department for the 10,000 sheets of two-cent stamps, less, of course, the number actually spoiled in the different processes, and these spoiled sheets must also be in evidence, and no eloquence that has yet been invented can otherwise explain any discrepancy. The moment paper for stamps of a designated denomination leaves the Treasury Department it becomes worth on the books of the department just the amount of the stamps of the given denomination that can be printed on it. The transfer of the paper from the Treasury to the Bureau of Engraving and Printing is made in iron-bound chests, which are placed in a great van lined with chilled steel and guarded. At closing time at the bureau no employee is allowed to leave the building until the last particle of paper, printed or unprinted, and the last plate and die are accounted for; nor is any employee permitted to depart before closing time without a pass from the chief of his or her room, approved by the chief of the bureau.

Stamps are printed in sheets of 400 stamps, or "heads" as they are called at the bureau; and as each press carries four plates one revolution of the press means 1,600 stamps. The dies from which these stamp plates are made are cut out of soft steel by the Bureau of Engravers. They are then hardened and an impression of them is taken on a roll of soft steel, which, so far as lines go, is just the reverse of the die. The sunken lines on the die become the raised lines on the rolls, just as if you were to take a piece of chewing gum and impress a penny into it. After the reverse impression has been made on the roll it in turn is

hardened and rolled back and forth over a big plate of fine soft steel until it cuts its impression clear and sharp as many times as it is desired that the plate shall contain stamp-dies. Then the big plate is hardened and is ready for the printing process. The impression on the stamps is made from depressed lines filled with ink.

A plate containing 400 stamps is about 2 by 2½ feet in size, and will last a great while. If you have ever bought a full sheet of stamps and wondered what was meant by the mystical numbers on the lower margin, you will be interested to know that this is the printer's plate number. By this num ber the printer and his assistants are charged with every sheet of damp paper they handle, and the number is credited with every sheet of stamps, perfect or imperfect, that they return. One total must always agree with the other. As the sheets come damp from the press they are packed up in stacks, a sheet of tissue paper between each two sheets of stamps. After more counting and passing of receipts, they are taken to another division, where they are placed in small batches in wire-bottomed trays. The room is filled from floor to ceiling with these trays, and a series of electrically propelled fans keep the air continually in motion. In about twelve hours the sheets are dry of ink and moisture. Then girls take them in large bundles, and, laying one hand in the middle of the sheets, turn with incredible rapidity sheet after sheet. The impression made upon the visitor is that they are counting them, and counting at a furious rate, too. And so they are, but they are keenly and critically examining the sheets at the same time for all sorts of imperfections. When a sheet is found imperfect in any way the rustling of the sheets ceases long enough for the girl to withdraw the sheet and mark it with a hasty scrawl, which to the uninitiated means nothing on earth, but to the stamp people is quite a full critique of the sheet's shortcomings. Then the rustle proceeds as before.

Probably the most interesting of all the details of stamp making is the process of applying the gum. It has been reduced to such perfection that the bureau people may be pardoned for the pride they have in it. Right here, indeed, lies the great secret of successful stamp manufacture. The process of gumming was always carefully guarded by the former makers of the stamps—how well it was guarded was told by the Government's first output of stamps. There is no longer any mystery about the clean and adequate process the Bureau of Engraving and Printing was forced to invent.

The gumming division is a big apartment in the basement of the building. The greatest care is taken to keep the temperature of this room evenly at 80 degrees, summer and winter. The temperature corresponds to the temperature of the gum as it is applied to the stamps. Even greater care is taken to keep the average humidity at about 50, which is just midway between the humidity of a damp, drizzly day and a crisp, bright one. So much importance is attached to this atmospheric condition in the gumming of stamps that six humidity tests are made during the seven hours which constitute the working day of the bureau—at 9, 10 and 11.30 in the forenoon, and at 1, 2 and 3 in the afternoon. A careful record of these readings is kept, so that it would be possible for the chief of the division by referring to it months and years afterward to tell just what weather conditions he had in gumming a particular output of stamps. Apparatus is provided to correct any tendency to undue dryness brought about by the weather conditions outside the building.

Every particle of the gum is weighed, the allowance being made of 25 pounds of gum for every 400,000 stamps. The gumming machines are marvels of ingenuity. From a fountain which receives gum after it has been tested and weighed, a brown stream of gum flows evenly into a rectangular reservoir, which rests against a fast revolving roller accurately made of ground glass; the slightly rough surface of this roller takes up the gum and applies it to the backs of the stamp sheets as they pass under it on an endless carriage provided with grippers and fingers that operate in the most lifelike way. As sheet after sheet passes, face down, under this gumming roller, it throws a parting shimmer of its newly gummed surface in a mirror placed just above the entrance to a long chest, which reminds one of an incubator on a big scale. This parting shimmer is not altogether a poetical incident of the process, nor is the mirror intended exclusively for the gratification of the young woman op-

erator. With her back to the light she catches the reflection of the shimmer in the mirror as the sheet recedes from her, and by this means can tell whether the gum is being applied evenly.

So after throwing its farewell gleam to the pretty girl gummer the sheet of stamps passes into the incubator-like chest, which is kept full of hot, dry air. When it emerges it is dumped on the tables of other girl operatives at the other end, after a journey of 50 feet in a temperature of 132 degrees. It is now quite dry and ready to be smoothed of its slight crinkles and packed for delivery to the perforators. The latter separate by machinery each original sheet into four such sheets as are delivered to the post-offices, cutting at the same time the perforations which enable the individual stamps to be easily separated. Finally hydraulic presses remove the burring left by the perforating machines.

The bureau keeps on hand a store of stamps equal to almost any emergency. There are now in its vaults more than 250,000,000, and the manufactory is running on full time. Last year there were produced nearly 2,500,000,000; yet with the constantly-increasing demand no cessation in the creation of supply is possible. It is estimated that stamps cost the Government something like 5 cents a thousand. Receipts from the sale of them last year were, on an average, more than $1,000,000 a month. More than 90 per cent of all those sold were of the 2-cent denomination.—*Buffalo Express.*

"THE IMPORTANCE OF BEING EARNEST."

By Chas. Paddock.

Nothing is so convincing in an ad as an evidence of earnestness on the part of the advertiser. If his belief in the honest superiority of his own goods is observable in his writings, visible in every sentence, permeates, as it were, every phrase he uses, it is good, convincing advertising that is sure to pay him well. Every merchant would like his ads to read that way; then why doesn't he write them so? There is no art in being sincere. Acting is much more difficult than being natural. But simulated sincerity is not easy to exhibit, and not worth much when exhibited. The "importance of being earnest" cannot be too much impressed upon the advertising fraternity.

One's natural honesty can be reflected in one's ads, and it is in a few cases, but, alas, they are all too few. Yet some advertisements are so written as to seem to say: "This is what I'm telling you, but I don't mean it; you'll find things different when you come to the store. Goods are not what I represent them to be. I want your money—that is all." In many cases this might just as well be written as partly concealed. It is easy enough to be read between the lines. The insincerity and lack of earnestness are just as apparent to the average reader as if they were announced in bold type.

This is the kind of advertising that never draws, the kind of publicity that makes such advertisers declare "it does not pay." Of course it doesn't. No sensible man would ever expect it to pay—in these days. It paid well enough in its time, but its time has gone by. The people are more educated in advertising than they used to be. They have more discernment. They patronize merchants that have the most honesty—in their stores as well as in their ads. They can detect the earnest merchant from the schemer by his method of publicity and the matter of it. And that is where "the importance of being earnest" comes in.

There is a peculiarly wholesome ring about an honest advertisement. It goes straight to the heart and captures not only the admiration but the belief. It is so framed that every word carries conviction with it. You instinctively feel that the writer himself believed in the truth of what he wrote. That alone proves his sincerity—his earnestness—his honesty. Such ads are simply irresistible—they draw like a loadstone. And the man who cultivates such a style, who puts his reputation and all his ideas of honesty into his ads, is the man who most thoroughly recognizes the great "importance of being earnest." It ought to be impressed on the new writer, or the advertiser just beginning, that the best thing to cultivate in business-writing is sincerity.

NO EXCITEMENT.

Doctor—Madam, do not allow your daughter to read anything of an exciting nature, such as——

Mother—I'll shut off her novels.

Doctor—Give her those, but keep all department store advertisements from her.

IN FORTUNE'S race if you'd set the pace,
Away to the printer's and hire a "space."

SOME MORE AGRICULTURAL ABSURDITIES.

DES MOINES, Ia., April 18, 1896.

Editor of PRINTERS' INK:

Mr. Vance, in a recent issue of PRINTERS' INK, discussed in a very interesting way the subject of agricultural advertising, or rather the value of agricultural papers to the advertiser. He seems to me, however, to overlook one of the main elements in the problem—namely, the *quality* of the circulation. While quantity is a quite safe measure in a general way of the value of circulation to the advertiser in political or other general newspapers, this rule will not apply with anything like the same correctness to the agricultural paper, and for reasons which I will aim to give.

Agricultural papers may be divided into two general classes: the first, which embraces many of the papers referred to by Mr. Vance, those that furnish reading matter to the farmer, what we might call "leisure hour" papers; the second, those that are distinctly educational in agricultural lines, that aim to teach the farmer how to conduct his business operations with profit. The first aim to cover the entire country and in so far as they discuss agricultural matters do so only in a very general way, and so far as they deal with agricultural facts and theories, limit themselves to that which is generally and universally known or is applicable under all circumstances and conditions. The agriculture of the United States is so varied that no one paper, educational in its character, can attempt to deal in the details of general agriculture North, South, East and West. The general agricultural paper of New England is of little use to the Western farmer; the Western agricultural paper is of as little use to the Eastern farmer, and neither of them are of any value to the farmer in the South or on the Pacific Coast.

The farmer who subscribes for a paper because it is cheap, and for the occupation of a leisure hour, may read it, but he does not study it, and the reading of the advertisements necessarily partakes of the same general character as the reading of the paper. It matters nothing to him whether he has any faith in the integrity of the management or not. The paper is entirely impersonal, as all such papers must be, and hence the element of faith or confidence in the persons, or in the paper, is entirely lacking and cannot be carried over to the advertisements as in the case of papers that are educational and in which the personal element must necessarily largely enter. Faith in the teaching necessarily involves faith in the teacher, and faith in the teaching and teacher cannot be separated from faith in the advertisements which are permitted to appear.

As samples of the second class of agricultural papers we might mention the *Breeder's Gazette*, a recognized authority among stock breeders, East and West, *Hoard's Dairyman*, a recognized authority on dairy matters everywhere, and *Wallace's Farmer*, a recognized authority, west of the Mississippi, on general agriculture. In so far as the principles of stock breeding and dairying are general, the papers first mentioned may have a general circulation, but the circulation of an agricultural paper, strictly educational in its character, cannot extend beyond the limits of the line of agriculture which it proposes to teach. It must be evident at the first glance that the quality of the circulation of papers such as we have mentioned must be very far in advance of papers which are not educational, nor intended to be so, but are simply intended to furnish reading matter of a general character to the farmer.

Again, the quality of the circulation depends very greatly on whether it is paid for or not, and in what way. The highest quality of circulation is that of papers that require payment in advance, as do the three above mentioned (and I believe in this they stand almost alone in the West), and stop the paper at once when the subscription expires. This furnishes the conclusive proof that the subscriber actually wants the paper, appreciates it, believes in it, reads it carefully, feels that he cannot do without it, and, being conducted on educational lines, the advertisements themselves are no small part of the education. Hence the high value which advertisers place on the circulation of papers of this class. It is otherwise with papers that are run on credit and allow the subscriber to pay when he pleases or not at all if he so elects. When a paper has subscriptions one, two, three and four years past due, it furnishes conclusive evidence to the advertiser that the paper is not highly prized, nor greatly desired, and that the subscriber does not have much faith in it, nor can that faith be carried over to the advertisements.

A large part of the circulation of many Western agricultural papers is made up of sample copies sent out to lists selected with more or less care, sometimes in the hope of increasing subscriptions, but oftener in the hope of making the advertising pay that has been solicited on falsehoods as to circulation. While sample circulation has some value, it is for the most part a fraud on the advertiser. The sample copy that is glanced over, thrown aside, and does not secure a subscriber, is of no value to the advertiser.

We have known as high as 20,000 sample copies sent out for two months at a time by papers having not over 4,000 circulation, and a rating demanded and conceded on the basis of three months circulation. It takes about a year for advertisers to discover the poor quality of a circulation of this kind and to learn that they have been deceived and imposed upon, and in fact robbed by the management. Probably the poorest quality of agricultural paper circulation is that in which the sample copy system is continued the year around and the endeavor made to evade the postal laws by giving receipts in full, without any compensation, to the list to which it has been determined to send sample copies. We leave it to the advertiser to determine the quality of a circulation of this character, even though the "circulation" quoted may be sent out regularly every week to farmers who have no desire for it and who in many cases absolutely refuse to take the papers out of the office. It will thus be seen that the number of papers actually issued of itself is no real criterion of the advertising value of an agricultural paper. The assumption that the directories make, that papers sent out are paid for in some way, is an exceedingly violent assumption so far as agricultural papers are concerned. A paper may have a high rating, secured by free copies actually issued, and yet be merely an advertising sheet systematically deceiving the advertisers and obtaining money under false pretenses. Agricultural papers have a very high value as advertising mediums to advertisers who wish to reach the farming community, but their value depends first on whether they are educational or "leisure hour" papers, and second as to whether the farmer places any confidence in them and manifests that confidence by subscribing for them and paying for them

in advance. Men who do this have wants and are able to supply them and pay cash for them. In my judgment one thousand subscribers of this character are worth more than five thousand to whom the paper is sent unasked because undesired.

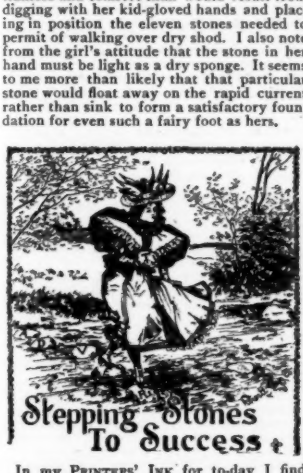
HENRY WALLACE,
Ed. *Wallace's Farm and Dairyman.*

MORE CHICAGO IMPERTINENCE.

CHICAGO, April 22, 1896.

Editor of PRINTERS' INK:

One of your advertisers is doing some very remarkable advertising. In my copy for last week there was a picture of a pretty girl, who, on a windy day, clad in gay attire, was placing stepping stones in a stream of unknown width. Five stones appeared to be already in position and standing on the fifth she prepared to drop number six into its place. The design indicated that the young woman will then go back, and one by one, bring five more stepping stones, after which the idea seems to be conveyed that she will be able to step ashore. God knows I hope she may not be deceived. But it really seems to me that a stream so shallow as to permit of serviceable stepping stones being made of rocks no larger that such a pretty girl can place in position, might be boldly and safely forded without more injury to the young woman's tidiness and comfort than would result from digging with her kid-gloved hands and placing in position the eleven stones needed to permit of walking over dry shod. I also note from the girl's attitude that the stone in her hand must be light as a dry sponge. It seems to me more than likely that that particular stone would float away on the rapid current rather than sink to form a satisfactory foundation for even such a fairy foot as hers.



In my PRINTERS' INK for to-day I find something quite different offered by the same advertiser. In the illustration now shown are two shoemakers (one with only a single leg) warming their hands by a piece of iron, which is apparently very hot indeed, and the advertiser asserts as follows:

The iron of opportunity is hot.
Somebody will hit it.
You or your competitor?
Which shall it be?

I am in doubt what the shoemakers are there for. Had they been blacksmiths I might have thought that one represented me and the other one of my competitors. One other point mystifies me. If the sledge shown in the picture is to be used to hit the iron, why is the handle allowed to lean against the metal—evidently at a white heat? The handle is labeled "Advertising"; probably it is to be grasped by an advertiser—whether by me or a competitor appears to be the question.



It appears to me that on the whole I will allow some competitor to grasp it. I have always favored giving a competitor "the hot end of the stick."

If the object of advertising is to attract attention I think the user of the last page of PRINTERS' INK is "getting there." Even Charles Austin Bates produces nothing more remarkable. I am a

WONDERING ADMIRER.

P. S.—If the people who use the last page of "The Little Schoolmaster" so effectively fail to get the PRINTERS' INK Teapot—solid silver—sterling, I shall never again have any faith in advertising experts.

AN UNDERTAKER'S ADVERTISEMENT.

BROOKLYN, N. Y., April 17, 1896.

Editor of PRINTERS' INK:

An undertaker in the Mulberry Bend section of New York has issued a unique calendar. The monthly sheets are small in size and attached to a large card. In the center of this card is a portrait of the proprietor of the establishment; surrounding the portrait are views of wedding processions in which the undertaker's coaches are used. There is also a picture of a church wedding and in this the undertaker appears as master of ceremonies. In addition to these representations of festive occasions several funerals are shown and in all of them the leading figure is the man who issues the calendar. The effect of these pictures is not as shocking as might be expected, but on the contrary is rather amusing.

J. FRED WRIGHT.

GIL BLAS FOR BOYS AND GIRLS.

NEW YORK, April 18, 1896.

Editor of PRINTERS' INK:

I clipped the inclosed from a clearance catalogue of Messrs. D. Appleton & Co., New York. What strikes me as funny is that *Gil Blas*, with its poor moral atmosphere, should be specially advertised as suitable for boys and girls! Yours truly,

O. H.

The Adventures of Gil Blas.

By LE SAGE. From the French. With a Memoir of the Author. With nearly 500 Engravings. 8vo. Cloth, list price, $2.00; net. $1.00.

This masterpiece, which has been translated into nearly every language, should be placed within the reach of every boy and girl. For school libraries it is indispensable.

A PATENT MEDICINE WAR.

CHICAGO, April 17, 1896.

Editor of PRINTERS' INK:

Over 500 Chicago druggists have banded themselves together and will begin the sale of proprietary medicines which have been manufactured for and by themselves.

This movement began on account of the cut-rate drug stores, at which all sort of patent medicines were sold at less than the price fixed by the manufacturer. The manufacturers were labored with to induce them not to sell to cut-rate stores, but they seemed not able to help the legitimate price druggists out of their trouble, and now these druggists have subscribed to stock for a mammoth manufactory, and as these words are being written the new supply of medicines is being made ready to place on the shelves of the members of the United States Pharmacal Company, as the new institution is called.

The intention is not to sell any proprietary medicine to any one except that which is made by the new company. All the standard remedies will be kept in stock but will not be sold if the customer can be induced to take the substitute made by this company.

There will be no cut prices, and the man who wants Ayer's or Hood's will be charged the regulation price for the substitute just the same as if he bought the genuine Ayer's or Hood's.

The movement is not confined to Chicago alone, for it is the intention to sell to country druggists who take stock in the company, and there is money enough behind the venture to make it very interesting to patent medicine men who look for sales in this vicinity.

Thomas V. Wooten is secretary of the company, and claims that stock has been sold beyond all expectations. There will be no attempt to deceive the public, as the bottles and packages of all kinds will be made as dissimilar from the preparations they are to take the place of as possible. The customer will be told the formula of the substitute and persuaded to buy it on the word of the druggist. No remedies will be sold to department stores nor to druggists except they are stockholders in the company. A full line of remedies will be made from formulas furnished by experienced physicians, and it will be interesting to note what effect it will have on the advertising of proprietary medicines in this territory. If the scheme is carried out it will not stop here, for the druggists of Louisville, Ky., have written for information with the intention of trying a similar plan, and it is possible that the scheme may spread until its importance will be great enough to affect medicine advertising all over the country.

MILLER PURVIS.

IN ATLANTA, GA.

Office of E. S. WATSON,
"CONSTITUTION,"
Atlanta, Ga.
ATLANTA, Ga., April 14, 1896.

Editor of PRINTERS' INK:

A unique method of attracting attention to a lot sale was employed last week by the East Atlanta Land Company. The company had been casting about them for some time for an up-to-date real estate auctioneer. Having heard that they could secure the right man in the person of Mr. W O. Beckenbaugh of Baltimore, the man who cried off the buildings at Jackson Park after the World's Fair, they wrote him asking him to send some testimonials showing his special fitness for the work. In reply, Mr. Beckenbaugh, who possesses a very strong and resonant voice, went down to the phonograph office in Washington, where he chanced to be at the time, and had several "samples" of his voice and style of crying off lots transcribed on the cylinders. These he expressed to Atlanta, where the committee gave them a hearing. The result seems to have been eminently satisfactory, as Mr. Beckenbaugh was wired to come on at once. But the land company did not stop here. The phonograph machines with these cylinders were placed in several public places throughout the city, and amused crowds thronged around them all day, listening to the mock sales, which also announced the date and place. As a result one of the largest auction sales of suburban property ever known in the history of the city occurred a day or two later.

E. S. WATSON.

PHOTOGRAPHERS' ADVERTISING.

BOSTON, Mass., April 3, 1896.

Editor of PRINTERS' INK:

A Sixth Avenue, New York, photographer who has a process of taking one's picture in "a group" of from two to five positions, viewed from different points, calls upon the public to "see yourself as others see you." "Secure the shadow ere the substance fails" is a pet phrase of the photo-artists, and it has been used effectively many and many a time. Photographers generally have adopted for their trade-marks a rough style of autograph. Some of them look as if they had been made with a paint brush instead of being written with a pen, but where they are embossed on the card mounts, and the same design is run in all ads, and a similar one put up for a sign, it makes a uniformly good advertisement.

AD-AGE.

A NEW PROFESSION.

POUGHKEEPSIE, N. Y., April 13, 1896.

Editor of PRINTERS' INK:

A woman in London has added to the professions, by establishing one that is entirely new. The writer who announces it calls it an attempt "to crystalize the intangible and turn the emotions into a source of revenue." This is her advertisement:

"SYMPATHY offered to those who are in trouble and have no one to whom they can tell their sorrow. Interviews by appointment."

JOEL BENTON.

BOSTON BEAC NS.

BOSTON April 15, 1896.

Editor of PRINTERS' INK:

A clever window attraction is that of a shoe store on Washington street. Two prettily dressed, curly headed dolls are each holding a card; one says: "My mamma buys my shoes here;" the other says: "I wish mine did." It is not hard to see the difference in the two pairs of shoes worn.

The Atkinson Furnishing Co. have a number of strips of carpets made the exact width and length of the sidewalk in front of their store, and they are laid over the flagging each clear day and. as they are kept clean and fresh, no one can pass without noting at least that carpets are a feature of this store.

A Tremont street druggist has sprung a new "phiz" sign. It is painted rather icy, coated over with marble dust to imitate frost, and to look at it makes one shiver and to read it: "Soda water as cold as charity," makes one smile.

The wonder is some of the Boston papers do not imitate the Western idea. Several papers there have little signs made for street

corners reading: "Post no bills; advertise in the *News*."

C. I. Hood & Co., did some timely advertising in Boston during the horse show that was attractive. They covered the city with a lithographic poster showing a tandem road cart and underneath this it said: "Hood's wins the blue ribbon." A. A.

FROM BOSTON.

BOSTON, April 22, 1896.

Editor of PRINTERS' INK:

A large jewelry establishment has had an odd ad running in the papers here for years. The head-line is changed daily and its variations are something like: "Marry me, Mary," "Marry me, Jennie," etc. It is claimed by the firm that many a swain watches and waits for one with his best girl's name in so he can mail her a paper and pave the way to popping the question. After the title follows: "And I will buy our wedding ring at Wilson Bros., etc." This being leap year they are giving the ladies a chance, as there are about seven to one man in Boston, and the ads now are headed: "Mary me, Rufus," "Marry me, Silas, etc."

The dry goods stores, not content with selling ribbons at their uniform close margins, have placed large placards in their show windows announcing they will make dainty bows and natty knots free of charge for customers buying ribbons of them. Some of the larger concerns keep two and three girls busy twisting these oddities.

The manufacturer of Wonder Soap supplies the various ice companies with call cards for the privilege of placing an ad on the reverse side of the cards. When ice is wanted by a family one of these is hung in the window and the drivers know a supply of ice is wanted, and while it hangs the soap ad is in view of the household.

McManus & Co., the clothiers, offer a $100 new Mail bicycle to the boy, girl, man or woman who sends them the greatest number of customers between this and Decoration Day. Any one wishing to try for it is supplied with cards of the firm, on which may be written the name of the "hustler," so proper credit may be given.

A live advertiser has a cute way of appealing to the adherents of the man from Maine, and they are quite numerous throughout New England. He heads his business card "Our Choice," with a picture of a cat which underneath says "Thomas," then follows a shelf bracket and under this is "Brackett," and last a picture of a growing reed, so it's plain to make out: "Our choice, Thomas Brackett Reed." M. B.

HUNTING THE FOUND.

There are queer ways of making a living in New York. One Sunday a man advertised that he had found a wallet with a large sum of money in it, and gave street and number where he could be addressed. Thirty-five men called, and fifteen others wrote him letters. The losers stated the sum at all the way from $4,000 to $25,000, and most of them gave the denominations of the bills. He was promised all the way from $1,000 to $7,000 to restore the lost wallet, but there being none to restore he couldn't do it. No person advertises a "found" that he doesn't receive calls from at least a dozen people who seem to make a business of trying to get possession of lost articles belonging to others. They must be successful sometimes, or they would not keep it up.—*Detroit Free Press.*

THE ENGLISH MUSE AT WORK.

There is a combination of poetry, proverbial philosophy and possibly profitable publicity in the following advertisement of Beecham's pills, which is now being extensively used in the English weeklies:

A FEW WISE OLD SAWS.

"Much better short of pence than short of common sense!"
(Most folks of great intelligence are taking Beecham's Pills.)

"Better an egg to-day than a hen to-morrow, they say!"
(You're wise to never delay in buying Beecham's Pills.)

"A very little oil will often save much toil!"
(To help through life's turmoil, take ever Beecham's Pills.)

"A man of words, and not of deeds, is like a garden full of weeds!"
(For acting well, naught supersedes a course of Beecham's Pills.)

"The sooner the better, delay is a fetter!"
(Good health's oft a debtor to prompt use of Beecham's Pills.)

"Better a blush on the face than a spot on the heart that's base!"
(But not harmful in either case is a course of Beecham's Pills.)

"Who heeds not a penny shall likely ne'er have any!"
(And you can never spend too many in buying Beecham's Pills.)

"'Tis known that little strokes can fell the greatest oaks!"
(Both great and little folks are taking Beecham's Pills.)

"Water that's run by will never turn the mill!"
(Be sure to keep by you still a stock of Beecham's Pills.)

"A key of solid gold cannot health's gate unfold!"
(What can, we're truthfully told, is—a course of Beecham's Pills.)

"Be sure, 'fore you marry, of a house wherein to tarry!"
(Let another "preliminary" be—a box of Beecham's Pills.)

SHE HAS THE LAST WORD.

In the Philadelphia *Chronicle* for February 8, 1760, a woman advertises as follows:

Anthony Redman, my inhuman husband, having advertised me to the world in the most odious light, justice to my own character compels me to deny his accusations, which proceed from his own stupidly jealous and infatuated noddle.—*National Advertiser.*

OUR leading merchants are as well known by name and occupation as are our leading statesmen. Their mercantile homes are as familiar as our public institutions. Their daily announcements are a necessity to the resident and a guide to the stranger within our gates. That our great retail establishments more and more absorb or crowd from the field the smaller dealers does not represent the crime of suppression, but the virtue of advertising as the secret of extension. In this fact is crystalized the genius of the mercantile development of the age, which is still in its infancy.—*New York Mail and Express.*

CHANGING THE AD.

By John C. Graham.

Changing the ad is really an important part of the battle. It becomes more and more important every day. The public has a yearning for the progressive, the new, the ever-changing. It cannot tolerate old styles and old methods. To be read you must be interesting, to be interesting continually you must change your matter or interest will cease with the first reading. If you cannot always invent new things to say of your goods, try and say old things in a new way. It is possible to make a "chestnut" attractive by a little verbal dexterity. A good "weaver of words," one who understands the true art of talking naturally, can tell the self-same story six days in the week in six different ways and be attractive and interesting every time.

A change in display is often enough to re-attract the eye, but if you go to that much trouble you might just as well change the matter—you are not after the eye alone, but the intelligence. It has been said by some of the best authorities on advertising subjects that ads should be made as interesting as the news in the paper, if possible. But supposing the same news items were printed, day after day, in a paper, how would the public take it? It would mean the speedy death of such a paper, if the practice were continued. The interest of the public hardly extends to the second reading of a news item. How, then, can we expect it to be sustained during the continuous appearance of the same ad—day after day, week after week.

Carelessness in changing the ad is, doubtless, responsible for many failures in advertising. Sometimes we see a special sale of winter goods which started in January, running right through the spring into summer, occupying costly space to advertise bargains that were long ago sold out! The laziness of the advertiser is the sole cause of this, but the newspaper publisher ought not to allow it. It is a reflection on his business principles also, a proclamation to his readers that he is not up to date or progressive in his methods. The wide-awake modern publisher jogs his advertisers for frequent changes, and gets them if he has to make them himself. He is the man who gets the most business, too, for his patrons see that he is interested in their welfare as well as his own, and is willing to take pains to secure both.

I would never let the same ad appear twice in any publication any more than an editor will let the same news item appear twice in his columns. The ad is, or should be, store news, and is just as liable to become stale to the reader as any other kind of news.

The changing of the ad means the life of the store. Something new every day will attract new buyers and make regular callers of old customers.

SOMETHING FOR NOTHING.

It is probably the fate of newspaper men more than others to give something for nothing—one of the appurtenances, so to speak, of the business. These attempts to get service free come far less frequently from the poor and those unable to pay than from the class of people abundantly able to be free from obligation to newspaper publishers. The very worst offenders with whom the newspaper offices have to deal are those good people who run church, society and similar entertainments. These worthy citizens beset the newspaper offices to do advertising without consideration. They are told that they must announce their entertainments for admission fee in the business columns first, and that then such publicity will be given to the affair as its news quality warrants, though in cases of pure charity and public-spirited effort the paper will do a good deal more than that. But this is rarely satisfactory to the applicants. They go away grumbling, and no doubt sincerely puzzled to understand why a newspaper cannot run without an income from legitimate sources. Finally, however, they return, finding the necessity for reaching the public imperative, and haggle to the last cent for the smallest possible outlay under which they can secure the largest possible space for their own ends. We have had instances in this office in which these well-meaning people have frankly said, "We do not want to spend money in advertising we want to make all we can, and spend as little as possible." They are totally oblivious to the fact that that somewhat resembles the case of the newspaper. It wishes to do all it can, but to have as large an income as possible, that it may lay by a penny for a rainy day. The idea that newspaper conduct is a business is the most difficult to drive into the understanding of a large number of people. These same people would never dream of entering the store of the merchant, and on the basis of a purchase of twenty-five cents' worth of tape ask the gift of a suit of clothing or a dress pattern. Yet they do just that thing with the newspaper, and are aggrieved by refusal.—*Sacramento (Cal.) Record-Union.*

A POET ALWAYS.

Arizona Editor—I see that the Eastern cult still sticks to our new reporter.

Assistant—How's that?

Arizona Editor—In writing up that tar-and-feather racket he mentions the victim as being clothed in "a garb of some soft, clinging material."—*Puck.*

CONGRESSIONAL PRINTING.

The annual report of the public printer at Washington is an interesting exhibit of the work of the government as a publisher. Some idea of the amount of "type-sticking" performed may be had from the fact that during the last session of Congress the public printer managed to use up 2,718 tons of paper and finished 1,327,292 bound volumes and 286,491 pamphlets. During the year ended June 30, 1895, the office used 4,547 tons of paper and finished 1,787,473 bound volumes, and 1,182,955 pamphlets. The output would have been more, but for the neglect of paper contractors and interruption of work caused by building repairs. Much of this printed matter serves as material by which congressmen manage to keep on good sociable terms with their constituents by sending volumes of all manner of reports to places where they will do the most good. After indicating the enormous cost and labor of the government reports and congressional speeches, the public printer adds that the puolications at present published will be of short duration, owing to the perishable character of the paper used. The public printing is one of the most striking exhibitions of waste in the whole administration of the government. But it gives employment to thousands of honest printers and bookbinders, and is, on the whole, more excusable than many other forms of national waste.—*Press and Knickerbocker, Albany, N. Y.*

NATURAL ENDOWMENTS IN BUSINESS.

It is commonly assumed that a few months at a business college will develop any sort of human raw material into a successful merchant. How very few there are who recognize the patent fact that the keen insight, the good judgment, the rare invention, the adaptability, without which business life must be a failure, are as much special endowments of Nature as are poetry or music or art! Jay Gould was no less a genius than Alexander of Macedon. Leland Stanford was as great a man as Pope, and Stephen Girard as brilliant as Addison. And all of these were born great. Because men overlook this truth as applied to business, every line of legitimate commercial pursuit is crowded by people who are sure to fail. People who can raise a little money, people who are too indolent or too proud to learn a trade, people who have failed at something else, people who have no concept of what they are fitted for, and I don't know how many other people, all fancying that anybody can sell goods, start into business. It would be fully as reasonable in the most of them to start into writing poetry or composing music, and they would be just as successful. —*Trade Magazine.*

Displayed Advertisements.

50 cents a line; $100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

Lynchburg NEWS { 2,600 D. & S. / 3,000 Weekly.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address H. Frank Winchester, 10 Spruce St., New York, Eastern Agent, or C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

4 YEARS OLD. **8 THOUSAND CIRCULATION.**

THE RECORD OF
BRIDGEPORT'S ONLY MORNING PAPER,
THE MORNING UNION.
BRIDGEPORT, CONN.
..RATES ARE LOW..

The Evening Journal,
JERSEY CITY, N. J.,
IS GETTING ON NICELY, THANK YOU.
So are its advertisers. They find it pays.

It Leads Them All...

"*The Daily Republican's*" *Circulation is from Four to Five Hundred Copies more per day than any other Daily Paper published in Bucks County, Pa.*

The publishers of Rowell's "American Newspaper Directory," in sending out the Directory for this year, say of THE DAILY REPUBLICAN, that it has

"*A Higher Rating than any other Daily Published in the County.*"

The medium for Advertisers, sure. Weekly edition issued in connection with the Daily. For Rates, address

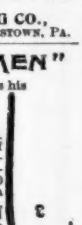
REPUBLICAN PRINTING CO.,
DOYLESTOWN, PA.

"FISHERS OF MEN"

The shrewd advertiser who drops his into the Jackson, Tenn.,

..WHIG..

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 15,000 inhabitants without a clam or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash. The WHIG is the key to the situation.



L. J. BROOKS, Prop'r, Jackson, Tenn.

H. D. LA COSTE,
EASTERN REPRESENTATIVE, 33 PARK ROW, N. Y.

We advertise for advertisers because we know our advertising pays advertisers who advertise in our advertising columns.

Results! Success for the advertiser. Permanent patronage for the publication.

"What it is?"

The Agricultural Epitomist,
Indianapolis, Ind.

Circulation Over 125,000 Copies.

Advertising 60c. per line.

No discount for time nor space. Published monthly.

We Are Not Crying

Because there is much territory not covered by TEXAS FARM AND RANCH,

But We Are Rejoicing

over the fact that the many customers who use our advertising columns

Year In and Year Out

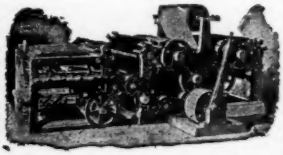
have long since learned that TEXAS FARM AND RANCH covers thoroughly Texas, Arkansas, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

TEXAS FARM AND RANCH
DALLAS, TEXAS.

New York Office, 47 Times Bldg. **Chicago Office,** Marquette Bldg.

Time is

a valuable commodity in any newspaper office. The "New Model" Web will deliver more well-printed papers in less time than any other press now on the market.



A Small Man and a Big Boy Can Run It.

Campbell Printing Press & Mfg. Co.
6 Madison Avenue, New York.
334 Dearborn Street, Chicago.

The Lookout,

CINCINNATI.
Average Weekly Circulation during 1895
GUARANTEED ... 27,733 ... GUARANTEED

ADVERTISING RATES:
Display, 20 cents per line.
Reading Notices, 40 cents per line.

Basis of Measurement, AGATE. Preferred position, 20 per cent extra.
No advertisement less than five lines.

PROOF: Post-Office Receipts; the Subscription List; Paper Mill Account; Press-Room Register.

DISCOUNTS For Space Used Within One Year.

250 lines,		10 per cent
500 "		15 "
750 "		20 "
1000 "		25 "
2000 "	and up,	30 "

Positively no deviation from these rates.

H. C. HALL, Advertising Mngr.,
January 1, 1896. **22 Witherell St., DETROIT.**

The

American Farmer.

WASHINGTON, D. C.

The oldest agricultural paper in America.

PAYS ADVERTISERS.

Published on the first day of every month.

OVER

100,000 COPIES.... ....EACH ISSUE.

New York Office:
66 World Building.

BYRON ANDREWS,
Manager.

10 Cents a Copy. $1.00 a Year.

GODEY'S MAGAZINE.

The Coe Chemical Co., of Cleveland, Ohio, stated on January 27th, 1896, that they had received **in cash** more than **200 per cent** of the cost of an advertisement in December **Godey's**, and that they were daily receiving orders from the same ad.

It Pays to Advertise in GODEY'S.

Guaranteed circulation for 1896, **one million copies.**

Send for rates.

THE GODEY COMPANY,
52 Lafayette Place, New York.

A Fair and Fearless Newspaper.

THE DENVER EVENING POST

Needs only to be read by an advertiser; makes no difference whether you live in Denver or New York. A glance tells a story to thinking advertisers that prompts POST patronage. A sample copy and particulars cost nothing. . . . . .

Always address

THE POST,
Post Building, Denver, Colo.

It Pays CIRCULATION Over 150,000

To Advertise In the

UNION GOSPEL NEWS,

An Undenominational Paper

that reaches thousands of the best families throughout the land. Once tried always Used.

Write for Rates.

Published every Thursday by the

Gospel News Co.,

CLEVELAND, OHIO.

The first Peoria paper an advertiser thinks of is

The Transcript.

Why?

He knows that THE TRANSCRIPT represents all that is wholesome in journalism both from his standpoint and from that of the reader.

What is an advertiser's standpoint?

What does the paper look like? What kind of people read it? How many of them? Who advertises in it? Do its readers stick to it? Do its advertisers stick to it? Does it pay those who advertise in it?

In all these matters the

Peoria Transcript

is pre-eminent.

PHILIP RITTER,
Eastern Representative,
150 Nassau St., New York.

Do You Know

of any newspaper west of Chicago or east of San Francisco publishing *twelve pages daily*, and a *Special Sunday Edition*, except the ANACONDA (Montana) STANDARD?

Do You Know

of any newspaper in the West, except the ANACONDA (Montana) STANDARD, operating a *special train service* of its own to facilitate distribution?

E. KATZ, Eastern Agent, 230 Temple Court, N. Y. City.

Hello...

Is this the Advertising Office of the Christian Guide, published weekly at Louisville, Ky.?

Yes, sir!

Well, how about our change of copy for next issue?

Have you ordered it?

Yes; order went last night, will it be filled promptly?

Yes, sir.

What kind of Advertising do you consider best adapt d to our use, display or reading matter?

Display, as our artist says it is a splendid subject for illustrating and he can do exceilent work.

All right, I thank you for giving it so much careful attention, and I am sure good results will follow.

....GOOD BYE.

Always address

H. C. HALL, Advtg. Mgr.,

22 Witherell Street, DETROIT, MICH.

Your Ad

in . . .

THE STANDARD UNION

will find possible purchasers of your merchandise in every nook and corner of Brooklyn and surrounding towns.

"Great Scott"

he cried, "is it possible that Johnston is the only printer on earth?" No, but he is one of the very few who know what you want and how to get it up to please you. : :

Clear, Clean, Attractive Printing

is the kind that is appreciated nowadays — it is my real specialty and standby. Address Wm. Johnston, Manager Printers' Ink Press, 10 Spruce Street, New York.



$1,000

in

Cash Prizes

for

Ad-Smiths

For full particulars send for a ninety-two-page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods. This pamphlet has been specially prepared for the use of ad-smiths in the competition invited for the $1,000 in Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

Address all communications to

THE EDITOR OF

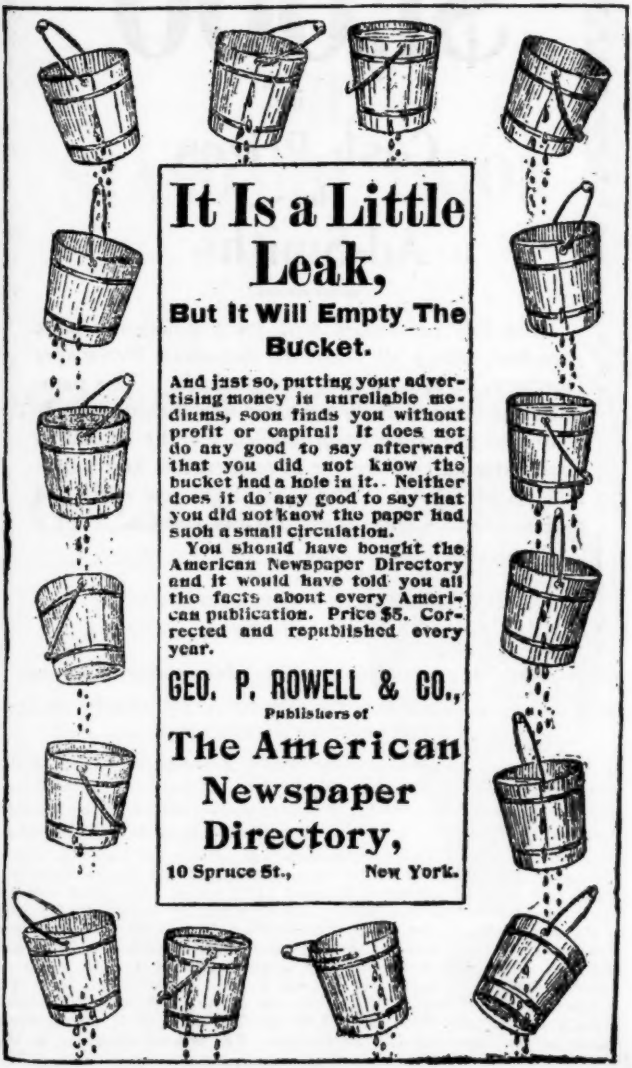
THE AMERICAN NEWSPAPER DIRECTORY,

10 SPRUCE ST., NEW YORK.

PRIZE ADVERTISEMENT FOR THE AMERICAN NEWSPAPER DIRECTORY—FIFTEENTH WEEK.

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the fifteenth week, ending April 21st, was eleven. First choice was given to the advertisement on next page. This advertisement was written by Charles F. Jones, Chicago, Ill., and appeared in the *Commercial* of Louisville, Ky , of Saturday, March 14th. In the original it occupied 4¼x7 inches. Mr. Jones was the winner of the PRINTERS' INK Vase. This is his first advertisement submitted in the present competition, which is believed by the editor of the American Newspaper Directory to be the best received during the week in which it was received. The advertisement on page 89 was written by Bert M. Moses, of Brooklyn, and is here reproduced as being a close second to Mr. Jones' ad. It appeared in the Tilsonburg (Ont.) *Observer* of April 17th, where it occupied 4½x9½ inches. Mr. Moses, it will be recalled, won one of the souvenir spoons in the PRINTERS' INK competition. The first advertisement in the

competition appeared in PRINTERS' INK of January 22d. The last advertisement will appear in PRINTERS' INK of July 15th. No advertisement will be considered which reaches the editor of the American Newspaper Directory later than July 4th. The result of the competition will be announced in the issue of July 22d.



AN HONEST BOOK FOR ADVERTISERS

The American Newspaper Directory is an honest book. It is as accurate as man can make it in the face of countless difficulties. Nobody will ever be able to issue a perfect newspaper directory, because no way will ever be found to make all publishers furnish truthful circulation statements.

THE AMERICAN NEWSPAPER DIRECTORY

has been issued since 1868 under the direction of the same publishers. The plan of fixing circulations to-day is the result of 28 years' experience and constant, earnest endeavor to be perfectly fair with all publishers and equally fair to the advertisers, who turn to the Directory for facts and figures.

Stop a minute and consider what a long time has passed since the American Newspaper Directory was first issued. Think of the practical knowledge and experience that can be crowded into 28 years. Twenty-eight years ago the people were getting ready to elect Grant as President for the first time. Ever since that remote period the publishers of this Directory have devoted many weeks and months of every year to make the book better, more accurate, more trustworthy.

The endeavor has always been to give exact circulations to honest publishers, and to keep the dishonest from imposing on the advertising public. A substantial cash reward of $100 is offered for proof of the falsity of any definite circulation rating in the American Newspaper Directory. During the eight years in which this reward has been offered, only 23 instances out of many thousands have come to light where circulations have been found less than the Directory definitely gave. Such a record is a matter of pride to its publishers.

A reward of $100 is also offered in all cases where it can be shown that the definite figures required by its publishers have been furnished them, but have been ignored. Nobody has ever been able to earn this reward, except in two cases, both of which were due to typographical errors.

WHAT IT CONTAINS

The American Newspaper Directory contains a list of the 21,000 newspapers, magazines and other publications issued in North America. It gives exact circulations in all cases where it is possible to give them. Where it is impossible, estimates are given. These estimates are based on information that comes from various inside sources, and are based on experience and technical knowledge running back 28 years.

The Directory also gives politics of the publications, price, day of issue, publishers' names, date of establishment, size of paper, population of towns and cities, together with such other local data as an advertiser wishes to know when he selects publications in which to advertise. All this information is arranged in the most convenient form, making it easy for an advertiser to quickly find what he wants.

With all this labor, with all this infinite care and earnest purpose to give the public a reliable book of newspaper statistics and facts, the price is merely nominal. There is decidedly more honor than profit in publishing such a book.

The American Newspaper Directory for 1896 will be issued in May. Price, $5; 30 cents extra if sent by mail. You are asked to subscribe.

GEO. P. ROWELL & CO.

10 Spruce Street, New York.

"We always take the American Newspaper Directory as our guide"

THE DR. MILES MEDICAL CO.,
WM. C. JOHNSON, Advertising Manager.

ELKHART, IND., April 16, 1896.

Mr. Publisher

If you happen to have something you wish to say to advertisers just now, you can send out a thousand postal cards for $10.00, if you don't count as anything the labor of addressing them or printing them. You can send ten thousand such cards for $100, if you take no account of the cost and bother of getting the list of names, doing the printing and addressing and seeing to the mailing.

For $100

you can put a page advertisement in PRINTERS' INK. PRINTERS' INK goes weekly to more than twenty-five thousand persons interested in advertising. If you insert a page advertisement in PRINTERS' INK you will have no trouble whatever, no labor to perform—just send the copy and send a check—one envelope and one stamp will bring them both if you feel economical. It is as easy as rolling off a log and it is cheaper than dirt. Now is the particular time for addressing advertisers. Pretty soon summer will be here and then it will be too late.

Address your order

PRINTERS' INK, 10 Spruce St., New York.

Do not for a moment allow yourself to suppose that it will pay to advertise in PRINTERS' INK unless there is something to be said in favor of your paper that cannot be just as truly said of the common run of papers all over. People who read PRINTERS' INK expect to be told about papers that are way up above the ordinary. Papers that are just common every-day affairs should continue to use postal cards and circulars.

Intelligent Advertising.

The great end and aim of all intelligent general advertising is to cover *ALL* the ground in a certain district *THOROUGHLY.*

To do this, in the richest of the Western States, you cannot leave out the lists of the Chicago Newspaper Union.

The Advantages are:

Saving of time and money in many different ways. Covering large territory at little expense. Reaching a class of people which gives the very best returns of all to the careful advertiser.

FURTHER DETAILS IN CATALOGUE.

Chicago Newspaper Union,

10 SPRUCE STREET,
NEW YORK, and
93 S. Jefferson St., CHICAGO.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

GENERAL ADVERTISING.

Is it possible to make a piece of printed matter too fine?

I think it is, sometimes. It is possible to make the printing so fine that the text will suffer by comparison. It is possible to make the printing so fine that it will distract the attention of the reader.

I have before me the catalogue of the Sterling Cycle Works, of Chicago. The makers of this catalogue have apparently put into it all possible expense. The inside pages are printed in red and black. The outside is printed in black, green, brown, gold and silver.

I can probably say nothing better on this subject than that which has already been said in a little booklet issued by M. R. Walter, a printer, of Scranton, Pa.

What Has Happened.

I have left the old place, where for eight years I have done the best printing in Scranton. Have earned a new outfit and got it.

Of course I feel somewhat elated over my own good fortune, though I shouldn't think of saying anything about it but for the fact that the man who does the best printing owes his city the courtesy of an early notification of such an improvement in his facilities.

The proper subject of this communication is YOUR OPPORTUNITY.

More room, more in it, more light, more comfort in work—all these imply and bring more business capacity. I can do more business. I can do it better. Shall have it to to do. Have got to have it. So, to lengthen my string of customers, let me have your thoughts a minute.

This is a bit of good printing. It would ill befit the occasion to send you poor printing.

Good printing, as we say it, includes good paper, ink, work of all sorts, a general goodness in result, propriety, adaptation of means to end.

The easiest way to say it is that good printing is easy and pleasant to read. Still shorter, good printing gets read.

A circular isn't good for anything unless it gets read. For your part, write about your business what will add to the pleasantness of reading my good printing.

Let us have this combination of flavors. It will seem to be you, for nobody thinks of the printer.

That reminds me of the saying that one is well dressed whose dress you do not notice.

A pretty good description of my printing—printing that nobody thinks of. I make it so easy to read that one looks beyond the types, unconscious of them. He thinks no more of your printer than of your tailor.

There is another side light on the worth-while-able-ness of good printing. If it is worth one's while to wear becoming and proper clothes to do business in, it is worth his while to have his printing becoming and proper.

Dress does count for something.

Do you like your letter-head? Bill-head? Statement-head? Envelope?

What a difference there is in the pleasure of opening different envelopes. Have the difference in your favor.

So of every item of printing in business.

I am equally ready to print to suit my customer or myself. I print for money, not to gratify whims of my own.

By the way, good printing, like everything else that is good, costs more than bad; but not one-tenth so much as its business-bringing value.

In the proper sense of the word, I am, and intend to stay, the cheapest printer in Scranton. My work gives comfort and brings good-will.

I have opened a stationery store—a great convenience to all concerned.

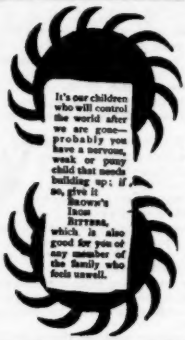
I seem lately to be giving a good deal of space to the advertisements of printers. I trust that the printers who read PRINTERS' INK will duly appreciate this fact.

***

I have been asked to criticise some advertising sent out by the Brown Chemical Co., advertising Brown's Iron Bitters. I reproduce three four-inch, single-column advertisements, which are, I think, as strikingly displayed as any that I have ever seen of the same size.

I do not believe that they are good ads. They don't tell enough, and they don't tell it strongly enough. The right sort of medical ad is the one which keeps the reader nodding his head and saying, "That's so. I've felt just that way myself." I don't believe that it is necessary for a medical ad to be brief, or, for that matter, for any other ad to be brief. There used to be a theory, which is, to some extent, prevalent still, that brevity was about the best thing in good advertising. Brevity is first-rate, if you have a brief story to tell. It is not a good thing when you have a long story to tell. Make your long story as

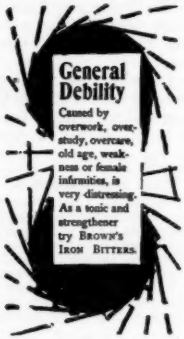
brief as you can, of course, but make it complete. If you have an attractive head-line or, better still, an atttractive illustration, that is all you need do for the display, and your next consideration is to make your advertisement look readable. Don't set it so small that ordinary spectacles will not make



it plain. Look at the great big ads of Paine's Celery Compound, and Dr. Greene's Nervura, and Hood's Sarsaparilla. Do they sell goods? Do they pull corks? My impression is that they do. They are not especially pretty. They are made prominent by their size, and effective by what they



say. Look at the solid brevier advertisements that Dr. Pierce has been running for years. There is no effort at display. All there is to attract attention is an attractive cut. The rest of it is solid argument, with perhaps a testimonial or two added. My own experience has been that long ads pay better than short ones. If you have a very simple story to tell, you can tell it in a few words and tell it all. If you simply want people to send for a free book about silverware, for instance, and depend on future efforts to make your sales, you can tell your story in a dozen words. If you want to do something besides send out free books, you must tell your story completely. I am inclined to believe that you had better tell your story completely and then advertise the free book also, and tell the story completely again in the book. Brown's Iron Bitters have had some of the most attractive looking ads that have been published in the last two or three years, and yet I have been told that the ads didn't pay. I don't know anything about the truth of this statement. It came to me from an outsider. If it



is true, and I do not find it hard to believe, one reason was that too much thought was given to the display, to the appearance of the ads, and not enough to what was put in them. After all, it is what you say that counts. The manner of saying it comes next, and the appearance last. It is hard work to bury an advertisement in any newspaper. It is hard work to set an advertisement so inconspicuously that people will not read it. I believe that most newspapers are read thoroughly, and I would rather take my chance of setting my ad plainly, and telling my story completely, than to set it very conspicuously and tell an inadequate, incomplete story. Some of the Brown ads are longer, but in almost all of them too much is given up to the appear-

ance. Very many of them are too cute—too "ad-smithy," if you like. They look and sound as if more thought had been given to the way they were going to look and sound than to what they were going to say. That sort of thing gives an advertisement an air of insincerity, and, as a matter of fact, I believe that the writer of that kind of advertising is insincere. I have an idea that you can tell when an advertisement is honest and earnest and sincere and when it is not. The goods may be all right. They may be perfectly honest. They may be all that is claimed for them, but if the claims are stated in a cute, stilted, strained, conscious way they will not gain the credence they deserve. One bad ad in this Brown series is bad because it has at the head the picture of an elephant walking a rope. The catch-line is the word "strength." Now, when I was an exceedingly small boy, I used to hear a song that started, "Elephant walked the rope." This picture recalls the old song. It was not a dignified song. It was, I should say, rather inclined to be flippant, and it didn't have any superabundance of sense in it. Now, the man who is selling medicine is dealing in life and death, or, at least, he wants his prospective purchasers to believe he is. I don't believe that it is wise to treat these things in a light manner. I want the medicine man to deal gently with my dyspepsia, and to have a great deal of respect for it, because I have. I don't want any medicine that is advertised by a rope-walking elephant. Dyspepsia and indigestion are serious things. They are a good deal like seasickness, in one way. When they strike you pretty hard, you're afraid you're going to die, and by and by, when they get worse, you are afraid you won't.

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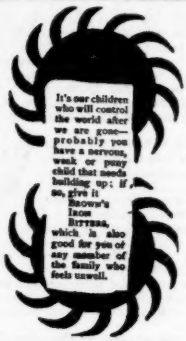
RETAIL ADVERTISING.

A correspondent says in PRINTERS' INK of April 22d, "Don't be in too big a rush to get results from your newspaper advertisements."

And, pray, why not be in a rush?

I haven't any use for advertising that doesn't bring results. There is no reason why it shouldn't bring results. You can generally figure out about how long a time it ought to take for your information to circulate and how long it should take to get results from it. If I send out a thousand circulars on Monday morning, I expect some sort of action by Thursday morning, at the latest. If I don't get a considerable number of responses by the following Monday morning, I know that my circular has been a failure, and I try something else. There is no use wasting time on advertising that doesn't pull. The only thing to do is to change your method. When you advertise in a paper you are practically making a proposition to a more or less certain number of people. Of course, you have to give it a fair trial. It is seldom that a single insertion of an advertisement pays. It is seldom that a single circular, sent to a list of strangers, brings profitable results. A series of five or six circulars, sent at more or less regular intervals, is pretty sure to bring profitable results, if the circulars are of the right sort, and if the propositions they contain are attractive. By the same token, five or six consecutive advertisements in a newspaper ought to bring some perceptible returns. I believe in advertising in such a way that the returns can be determined in some measure. There is hardly anything under the sun that cannot be advertised in this way. It is largely a question of checking the returns. Persistence in advertising pays, if it is in the right direction. I don't believe in firing off one ad and quitting if that ad doesn't bring returns. There are very few people in the world who understand anything with one telling. You have to tell them twice or three times to make them believe you are in earnest. People are suspicious of a stranger. You will have to advertise at them long enough to let them get acquainted with you—to make them understand that you are a permanent institution. I should say that the advertiser in daily papers ought to begin to get results within thirty days or less. That the advertiser in weekly papers ought to begin to get returns in three months or less, and that the advertiser in monthly publications ought to get returns in six months or less. What I mean is that if returns do not come within the time specified that that particular publication ought to be dropped, or the style of advertising changed. If perceptible results do not come within a reasonable time, something is wrong. We don't advertise to keep our names before the public. We don't advertise for our health. We don't advertise to

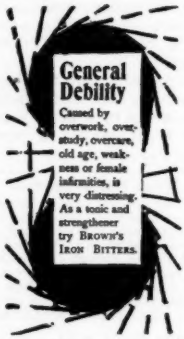
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show people how smart we are. We advertise to get returns. If we don't get returns, advertising is a delusion and a snare. I talked the other day with Mr. Artemus Ward, the advertiser of Sapolio, and in the course of conversation he said that we must not expect direct returns from advertising; that we must simply have faith in advertising as a general proposition and go ahead with it, whether or not we saw anything coming back. A few sentences further on he told me of a certain line of advertising he had been doing in a certain city, in comparison with what he had been doing in other places. He said that that kind of advertising paid better than anything else he had done; and he said he knew, because there had been a greater increase in the sale of Sapolio in that city than in any other. It isn't any particular strain for a man to have faith in advertising if he can see the money coming back like that. I want to tell you that it is the results that count. Theories are all right, and faith is a very beautiful thing, indeed; but theories won't pay rent, and faith gets pretty weak in the knees if it is not backed up with facts. When an advertiser pays hard cash for his advertising space, he ought to expect returns of the same character, and they shouldn't be such a very long time coming, either. Advertising by personal solicitation, or by circulars, or by newspapers all resolves itself into one thing. It is a proposition to sell something, and it is placed before a given number of people. It either sells something or it doesn't. If you send a traveling salesman out on the road to sell goods and he doesn't sell goods you discharge him pretty soon and save his expenses and salary. If you put a paper salesman into a paper and it goes out and talks to people and doesn't sell anything, it ought to be discharged. You don't discharge the traveling salesman at the end of his first week's trip. You give him a chance to get acquainted with his territory. You may stick to him for two or three weeks or two or three months, even though he does not sell much of anything. You give him a chance, but he must produce results or he is of no use to you. The only way to measure a salesman, whether he be made of flesh and blood or paper and ink, is by the sales he makes and the celerity with which he makes them.

The man who is not getting prompt returns from his advertising is not getting what belongs to him. There is something wrong with his goods, or himself, or his advertising. Good advertising of good goods by a good house will produce results every time, and will produce them with reasonable quickness.

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An advertisement writer of my acquaintance has handed me the following letter, which I believe will be interesting, although it has only an indirect bearing on advertising:

NEWARK, S. D., April 13, 1896.

DEAR SIR—I have received your favor of the 7th inst.

If I were called upon to decide I should say that you need have no fear of being unable to make your own advertisements pay. This is no flattery, but a plain and honest expression of my opinion. I would not hesitate to contract with you for your services, if my situation were such as to warrant it. To make this plain to you I will as briefly as possible take you into my confidence.

This village is ten years old. It was originally "laid out" for a city of 50,000. It attained its culminating glory about eight years ago, with perhaps 300 inhabitants. It was then a cross between a mining camp (as I imagine) and that famous municipality known as Podunk Center. It contained two or three general stores, two or three wide open saloons, two red hot weekly newspapers of opposing political faiths, drug store, hardware, harness and furniture stores, two real estate concerns, an alleged bank, two ditto hotels, two trunk lines of railway (projected) roller mills of the bonus variety, some retired wheat speculators, promoters and attendants.

There was a brass band, a baseball nine and a race course for horse racing in the town. It was reputed a "live burg."

Now how are the mighty fallen! I have just concluded a mental census and find that the population stands at 29. Lots that fetched $200 a front foot go begging at $10 per acre. I keep the only "store" in the place, and the two air lines of railway are still in the air. We are on a branch of the H. & D. branch of the Milwaukee road and are served by a mixed train three times a week. The local railway agent has become residuary legatee of the roller mills, two newspapers, alleged bank and retired speculators. Six other villages can easily be viewed from where I sit, on three different systems of railway, all conducting tri-weekly mixed trains whose chief duty is to avoid making connections with one another. These six villages resemble Newark closely in all but name.

My capital (except what lies interred in various forms of Newark real or personal hereditaments) is invested in $3,000 worth of merchandise, embracing everything vendible, from Easter bonnets to ten-penny nails. I have an equal amount invested in the horny handed sons of toil who farm the broad acres round about me, punctually sending my cash away to Montgomery Ward & Co., and coming in at regular intervals to "stand me off" for another pound of tobacco. My sales are close to $5,000 per annum, including barter for butter and eggs. The bulk of the sales is sugar, coffee, soap, oil and tobacco, on which competition, the life of trade, has carved

down the profits to zero. The intelligent merchant princes of the six neighboring villages (all similarly situated) regard me and one another with the most deadly hatred, each taking keen pleasure in the brilliant coups executed by the elusive deadbeat upon all except himself.

It has often occurred to me that Providence had some wise purpose to serve when she brought forth Newark and the six surrounding villages with their six merchant princes, on the three branch roads with the tri-weekly mixed trains. But when she located me in Newark I fear she made an error. If I had a mortal enemy in the world, and if I were terribly vindictive to boot, I should lay a deep, dark plot to bestow upon him this stock and store and good-will and make of him a merchant prince along with the six other merchant princes of the six neighboring villages on the three branch roads, etc.

I would then seek a sinecure situation selling space for a hotel register.

Yours truly, C. C. PETERSON.
(With J. Peterson).

* * *

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Paints—(By A. W. Paine).

Paints of Everlasting Luster.

Paints of perfection—are Boydell Bros'. These paints cost a trifle more than some others, perhaps, but if they last about twice as long and always look better—you keep away from "cheap" paints.

Color cards cost nothing.

POCKETS LEAK?

Lose money through those little holes? A 10c. purse will stop that leak. Carry valuable papers loose in your pockets? Soon wear 'em out, if you don't lose them. We've all sorts of pocket-books, from the tiny little coin carriers up to the "pocket satchels"—or long bill books.

For Clothing—(By Sam. C. Bilger).

To Dress Neatly Is an Art.

But it doesn't take an artist to appreciate at first glance the superior quality, superb style, excellent finish, and low price of the Clothing handled by us. Always up-to-date with the latest in everything. Call and see us.

SPRING HATS JUST RECEIVED.
FAMOUS CLOTHING STORE.

For Furniture—(By A. W. Paine).

Some People's Dining Rooms

Have hardwood floors—place for an Art Square. Some people's dining rooms are richly carpeted—place for an Art Square—protect the carpet—keep it clean. Some people's dining room carpets are already badly worn under and around the dining table—place for an Art Square—save buying a new carpet. Two sizes—9x12 and 12x12 feet—made of fine Ingrain carpet, bordered and fringed.

For Shoes—(By A. W. Paine).

Expect to Do Business

for years to come—'twouldn't pay us to ever be undersold—we won't be—we're going to make the price as low, if not lower, than "the other fellow's." We pity the woman who can't keep her feet warm in our felt shoes. 75c.—85c.—98c. and $1.25.

For Underwear—(By A. W. Paine).

Dislocated Profits

On a line of children's underwear. How dislocated? All of the profit—and more, too—goes to the buyer. 25 and 40c. qualities at 13 and 23c. to close. All sizes except one.

New Moon Tea.

We sell it conditionally.
If you keep the tea, we keep the money. Don't keep it, if it isn't just right.

For a Grocer—(By Sam C. Bilger).

FRUIT....

This is the season of the year when the system throws off the impurities with which it has been burdened during the long, cold winter. You no longer need the heavy, heat-producing food you have been eating, and should assist nature by making your diet lighter.

We have a full line of . .
Fresh and Canned . . . .
Goods of Finest Quality.

EDMUNDS BROTHERS, GROCERS,
951 Woodland ave.

The Kansas City World

TO SEE IT IS INVITING
TO USE IT IS CONVINCING

KNOWN
CIRCULATION

Daily, 26,000 Sunday, 31,000



It
Carries
Weight

The World

Kansas City

L. V. ASHBAUGH, Manager.

A. Frank Richardson,

NEW YORK. LONDON. CHICAGO.

The New York Evening Post for Summer Resort Advertising

E. N. Anable

Westminster Hotel, New York

"All experienced hotel men know the value of the New York Evening Post. It is the favorite paper of 25,000 people who have ample means, who travel, and patronize high-class hotels."

G. C. Howe

Windsor Hotel, Rouse's Point

"I've spent $500 advertising the Windsor this season and it has paid well. The result of my advertising in the New York Post alone would cover the entire appropriation."

Printers' Ink

—the national authority on Advertising

"The Evening Post has been, for several years, the best evening paper in America for Hotel Advertising. The advertiser who will use but one evening paper in New York City will, nine times in ten, act wisely in selecting The Evening Post."

C. F. Wingate

on Summer Resort Advertising in "Art in Advertising"

"Several single advertisements have brought back fifty times their cost, not to say anything of the great indirect results which have followed. The largest returns have come from The Evening Post, the Outlook, the Nation, the Churchman."

A Notable Record

of Summer Resort Advertising

"In four months, May, June, July and August, 1890, The Evening Post contained 77 columns; in the corresponding four months of 1895, 230 columns."

The Special Rate

for Summer Resort Advertising

A special rate of 10 cents a line, each time, is made for Summer Resort Advertisements inserted 26 times, every day or every other day.



There's No Ring Around "The Times"





The brightest, liveliest, newsiest paper in the Northwest is **THE TIMES**—Seattle's independent paper. It prints facts. Fights hard, but always fights fair. It is against trusts, boodlers, political jobbers and ringsters. Has the **full Associated Press Service, latest Seattle market reports,** and gives all the news ahead of everybody. Send for free sample copy of the **DAILY** or **WEEKLY TIMES.**

The S. C. BECKWITH SPECIAL AGENCY

SOLE EASTERN REPRESENTATIVES

Tribune Bldg., New York **The Rookery, Chicago**

One of the Peculiarities of '96

Is that it reads the same either side up. If you don't believe it, reverse it and see.

If your advertising in Montana has not been profitable in the past the

Helena Independent

Will reverse all that for you—and will bring your announcements in contact with the best people in that treasure State.
It is a clean, upright, influential family journal that commands the respect and support of all Montana.

The Actual Circulation of **6,240** *Daily Sunday*

3,385 *Weekly* . . . . .

Can be profitably used to extend your business in one of the most prosperous sections of the United States.

We invite correspondence.

38 Park Row, New York. **H. D. La Coste,** Eastern Manager.


THE HOME
REACHES THE MASSES IN AND ABOUT CHICAGO.
THE STORE
REACHES
COVERS THE TERRITORY MOST THOROUGHLY.
REACHES
CIRCULATION OVER 65,000 COPIES DAILY.
THE CHICAGO DISPATCH
THREE EDITIONS DAILY. PRICE ONE CENT.
REACHES
HAS ADVERTISING SPACE FOR SALE AT REASONABLE RATES.
REACHES
EASTERN OFFICE:
517 TEMPLE COURT, NEW YORK.
THE OFFICE
THE FACTORY

The Cleveland : : Plain Dealer

PRICE TWO CENTS

is delivered to the homes every day and *Sunday* for *ten cents a week.*

(SUNDAY PLAIN DEALER sells for five cents a copy.)

The Evening Post

A clean, high-class evening newspaper, with a large home circulation. . . . .

SPECIAL advertisements taken for the DAILY PLAIN DEALER will appear in the EVENING POST for awhile free.

Plain Dealer Publishing Co.,

C. E. KENNEDY, General Manager.

General Advertising Department,

C. J. BILLSON, Manager.

86 and 87 Tribune Bldg., New York. 523 Chamber of Commerce, Chicago.

TO THE PRINTER WHO IS OR INCLINED TO BE . .

a-clam

I fill from 25 to 75 orders a day for news and job inks.

Each order calls for from one to twenty or more lots.

On an average, taking one day with another, I receive not more than two complaints a day, and these are more frequently concerning some delay of freight, express or mail delivery than any alleged fault in the inks.

The manufacturers who supply my inks still continue to conduct a business in the old-fashioned way, giving credit and charging three or four prices to keep even. The goods they sell to their customers are precisely the same as those they furnish me for mine. They are taken from the same vats, casks or cans. The percentage of complaints received by them, in proportion to the number of orders they fill, is somewhat greater than I receive from my customers. It is probable that the man who owes for inks, and wants to renew his note, is somewhat more likely to complain than the man who has paid up and owes nothing. In some cases, however, people *have* ceased to buy of me and gone back to the Company, apparently preferring the luxury of paying a higher price for the same goods.

I am now doing very much the largest business ever done in supplying small consumers with small packages of FINE NEWS AND JOB INKS and receiving, in every case, the cash in advance before delivery of the goods. I make no effort to secure large orders, preferring that each customer shall buy no more than he wants. My customers buy of me over and over again and my business increases from week to week and from month to month; in fact it increases as fast as my facilities for filling orders can be perfected.

No one uses more expensive ingredients than I do. No dealer satisfies a larger proportion of his customers than I do. No dealer holds his customers any better than I hold mine. The whole secret of my business is I get the money in advance and make no losses. My trade comes to me with cash in hand, and I have no fees or salesmen's expenses and salaries to pay.

It is no more surprising that I can sell ten pounds of a two-dollar ink for $5 than it is that everybody can now buy a daily paper for a cent that once cost five cents. Everybody knows that the one-cent paper is not only just as good as the five-cent paper used to be, but they also know equally well that the one-cent paper is actually a great deal better than the one for which they formerly paid five cents. Printing Inks are by no means the only things that have been reduced in price by modern methods of business.

Send for my price list. Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

All Goods Warranted to Suit.

OUR TEAPOT

IT IS SOLID SILVER--STERLING.

What is it for?

We will tell you. This is it. In every issue of PRINTERS' INK there appear a good many pretty poor ads and a few good ones.

The good ones bring profit to the advertiser and cause his face to be wreathed with smiles.

The poor ads cost just as much, but produce less result, and induce a loss of faith in the value of advertising.

This is all wrong!

We want more good advertisements.

The way to make a good advertisement is to try to make a good one—try hard.

To encourage good advertisements, we will, early in May, send this Solid Silver Teapot to the advertiser who has the best advertisement in PRINTERS' INK during the month of April.

Early in June, another PRINTERS' INK Teapot will be sent to the advertiser who has the best advertisement during May.

In July another. In August another, and so on.



THE PRINTERS' INK TEAPOT.

April, 1896.

We invite our readers to scan the advertisements, select the best and fill out the voting coupon, and send it in—addressed to PRINTERS' INK.

As a reward to the voters we will give a coupon good for a year's subscription to PRINTERS' INK to each voter who happens to vote for the advertisement that is deemed the best.

VOTING COUPON.

In the opinion of the undersigned, the best, that is the most effective, advertisement in PRINTERS' INK, issue of April 29th, is that of

_____

appearing on page _____

Name of voter _____

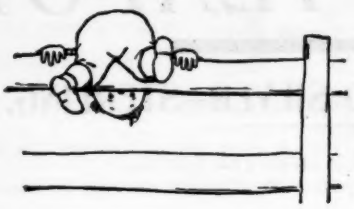
Address of voter _____

April _____
Date.

Voting Coupons, properly filled, should be addressed simply

PRINTERS' INK, 10 Spruce St., New York.

A subscriber who happens to be unwilling to mutilate his copy of PRINTERS' INK by cutting out the coupon may express his preference by letter or postal card. Either will answer the purpose.



A Good Turn.

We can do one for you if trade is dull. A good, well-written card placed in our various

Street Cars

will invite customers to your establishment. And people always go where they're invited. Consult us. We control all the principal cities wherein good Street Car Advertising exists.

George Kissam & Co.

253 BROADWAY, N. Y.



EVERY MAN TO HIS TRADE.
If you want to do

Street Car Advertising

INTELLIGENTLY, PROFITABLY, REASONABLY, consult with us and get the benefit of our years of experience and unrivaled facilities.

George Kissam & Co.,

253 BROADWAY, N. Y.



Advertising In the STREET CARS::

is a sure winner if you do it properly. Get the proper cars, the proper kind of signs, the proper parties to place your appropriation.

WE CONTROL

the cars, we occupy the first place in our line, and we will be glad to quote rates and attend to matters of detail.

GEORGE KISSAM & COMPANY,

253 BROADWAY, N. Y.



Consenting

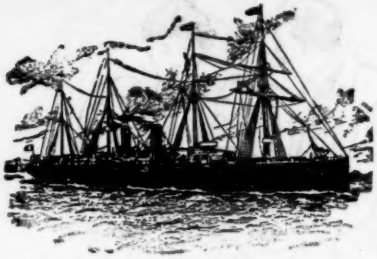
is sometimes a very pleasant task, not only when you are en tete-a-tete with your best girl, but when you meet the agreeable and reliable advertising solicitor who wishes you to renew your contracts in the

STREET CARS

you can't help consenting any more than your girl can, for both know a good argument. We can attend to the Street Car end of it for you.

George Kissam & Co.,

253 Broadway, N. Y.



One of the Compagnie Generale Transatlantique New Express Steamers

will leave NEW YORK
June 27th

having as its principal passengers those who are wise enough to embrace the opportunity of joining Mr. E. De La Cour's

Select Excursion

to the best points of interest in Europe. They will be relieved of all annoyance incident to isolated travel, courteous and intelligent attention will be theirs throughout, and the price,

$575 for 73 Days,

is self-recommendatory. Mr. De La Cour will mail programme and give full information by dropping him a postal card to

Postal Telegraph Building,

253 Broadway, N. Y.

Berne

SWITZERLAND'S CAPITAL,



and one of its most famous cities, will be an objective point of interest

That will be visited by
DE LA COUR'S

Select : : Excursion

Leaving New York June 27th, returning Sept. 6th. A 73 days' tour, personally conducted by Mr. De La Cour. This is a rare opportunity to visit England, France, Holland, Belgium, Germany, Black Forest and Switzerland in first-class style for $575.00. Comfortably, leisurely, agreeably and reasonably. Programme and information mailed by addressing

MR. ED. DE LA COUR,

Main Floor Postal Telegraph Building,
253 BROADWAY, N. Y.



THE LONG POLE REACHES THE FRUIT

ADVERTISING THAT IS PRETTY GOOD IS NOT GOOD ENOUGH NOWADAYS. IF YOU GET THE BEST RESULTS, YOU MUST HAVE THE BEST ADVERTISING. "THE LONGEST POLE KNOCKS THE PERSIMMONS." IF YOUR POLE ISN'T QUITE LONG ENOUGH TO REACH THE FRUIT, YOU MIGHT JUST AS WELL NOT HAVE ANY POLE.

THE ADVERTISEMENTS OF OUR CLIENTS ARE PREPARED BY THE BEST ADVERTISEMENT WRITERS AND THE BEST ARTISTS IN AMERICA. THEY ARE PLACED IN THE BEST PAPERS AT THE LOWEST RATES. . . . . .

THE GEO. P. ROWELL ADVERTISING CO.

10 SPRUCE ST., NEW YORK.